



## Sr Security Product Marketing Manager

US Philadelphia (Hybrid)

### **Company Overview: Efficient IP [[www.efficientip.com](http://www.efficientip.com)]**

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM solutions (DDI), to help organizations around the world drive business efficiency through agile, secure, and reliable infrastructure foundations. We enable IP communication and simplify network management with end-to-end visibility and smart automation, while our patented DNS technology protects against malware, controls application access, and optimizes application delivery performance. Companies in all sectors rely on our solutions to face the challenges of key IT initiatives such as Zero-trust, cloud, IoT, 5G, and mobility.

### **Job Description**

At EfficientIP, we are passionate about an entrepreneurial spirit that creates conditions for people to thrive. Product Marketing at EfficientIP involves teamwork, ownership, creativity, and passion. As part of the EfficientIP Product Marketing team, you will work closely with product management, marketing, sales, customer success, and R&D teams through all steps of the product lifecycle. You will drive the messaging strategy for the security offers encompassing innovative technologies to deliver the most advanced DNS-based threat intelligence services and AI-powered attack protection. In this role, you will plan, coordinate, implement and oversee the positioning, and any relevant strategic content to support a consistent and compelling storytelling articulating the value proposition across the targeted audiences.

We are looking for our new curious, enthusiastic, and fast-learner Sr Product Marketing Manager to grow the Product Marketing team, and it might be you! To thrive in this role, you will need to be experienced in building strategic messaging with a technical background in IT network security and cybersecurity. You will need to know how to work with product teams and adapt to a fast-paced environment. You will also need to manage timely deliverables with strong communication and cross-functional partnering skills. Most importantly, you must be team-oriented and have a “can do” attitude.

### **Location: US Philadelphia (Hybrid)**

### **Responsibilities**

Reporting to the Director of Product Marketing (based in the Paris area), you will

- own the product positioning and messaging that will differentiate the product in the market and drives prospect engagement, supports sales, and demand generation
- create impactful product storytelling for personas targeting internal and external audiences
- elaborate a marketing collateral plan to feed different communication channels (websites, social media, email campaigns, events, webinars...)
- own and drive the execution of product marketing assets such as product, partner, or end customer presentations, datasheets, brochures, blogs, videos, and more to communicate our

unique capabilities and value proposition, as well as support sales and partners' enablement and training

- deliver product assets on relevant use cases to illustrate benefits and help promote the product
- work closely with the product management team to contribute to the product roadmap definition and long-term product vision based on market insights, sales performance, and customer feedback
- contribute to the definition and execution of the product marketing plan and the Go-To-Market strategy
- perform competitive analysis and develop collaterals for our sales teams and partners highlighting our key differentiators and competitive positioning
- collaborate with the digital marketing team to support the creation of compelling and consistent messaging.

### **Qualifications**

- 10+ years of professional experience in the enterprise network and IT software, including 4-5 years of experience in product marketing management
- BS/MS in Computer Science, or another engineering/technical degree
- MS in Marketing/ Communication is a plus
- 3-4 years of hands-on technical experience working with IP networking (switches/routers, firewalls), delivery teams, and IT operations; familiarity with DevOps, integration approach and orchestration, containers, and IaaS infrastructure is a plus
- Experience working with DNS/DHCP/IPAM products such as Alcatel VitalQIP, BlueCat Networks, Infoblox, Nominum, or Microsoft is a plus
- Tech-savvy and capable to simplify complexity
- Creativity to build engaging messaging and storytelling
- Experience in a technology start-up is a plus
- Fully bilingual in English is mandatory, French or other languages are a plus
- Excellent communication skills (verbal and written), comfortable engaging with a variety of technical and non-technical audiences
- Customer-centric
- Ability to work in a team environment and autonomously
- Organized with solid project management skills
- Ability to work in a fast-paced, deadline-driven, and international environment
- Positive with a can-do attitude

### **What We Offer**

We offer a great opportunity to grow with our company, in a rapidly advancing and strongly innovative environment.

At EfficientIP, we fully believe in congeniality in the workplace and our relationships with our customers, partners, and colleagues. We ensure a positive work environment that is encouraging, enthusiastic, and motivating to our team. This approach breaks down barriers to stimulate our company's ambition of constant overachievement.

You will be part of a fun and ambitious team!

To apply, please send your cv and cover letter to [careers@efficientip.com](mailto:careers@efficientip.com)