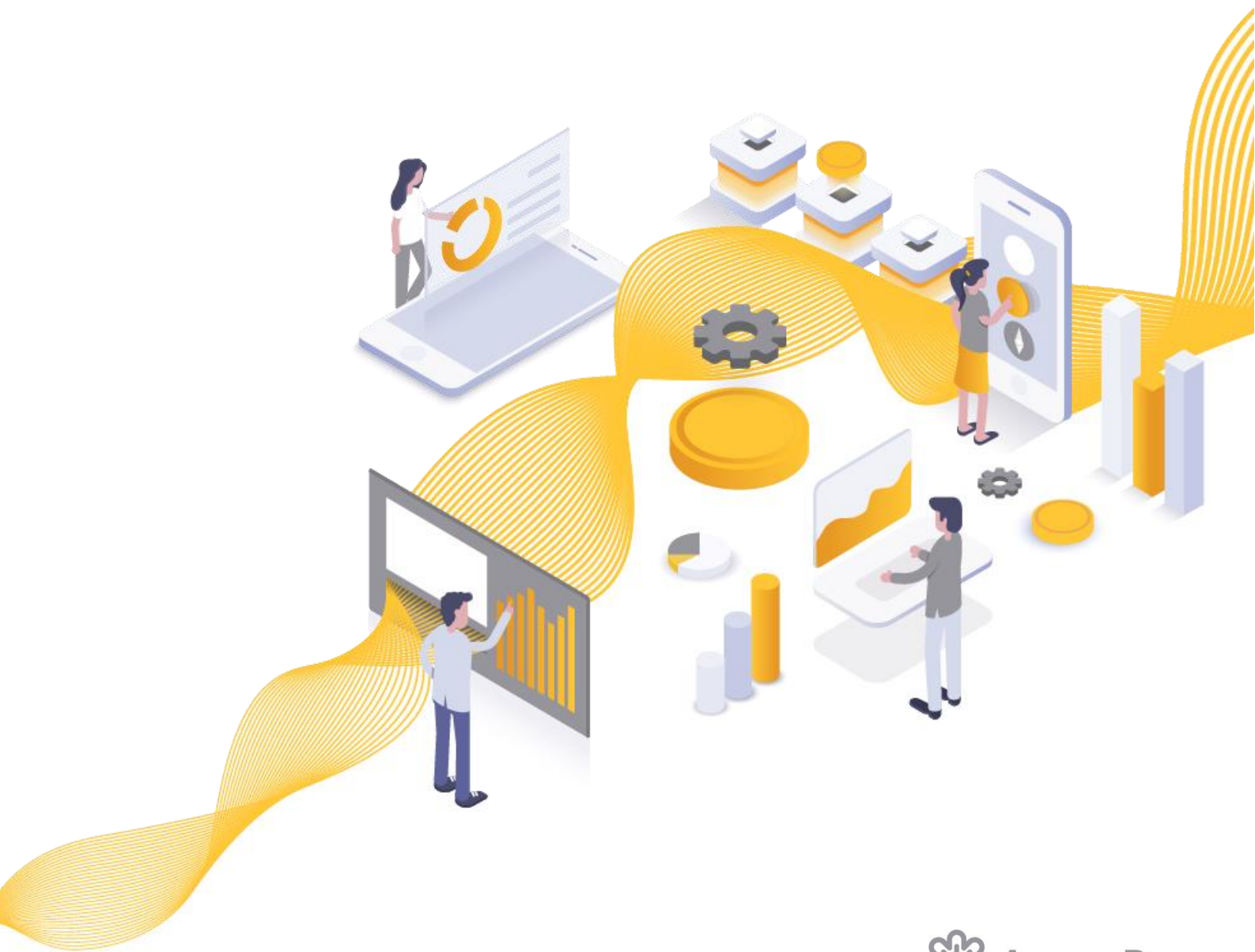


Product Marketing Manager



We're AccessPay, the fastest growing fintech company outside of London. Thinking outside the box is something we relish, there are no bad ideas. We've got a flat structure, with no silos or protracted bureaucratic decision making. Most importantly, no big egos. AccessPay people get stuff done. From a tiny office in Ardwick, to occupying an entire floor in Manchester City Centre. From 4 to 60 staff. From finance start-up, to launching new fintech brands. All in less than 5 years. 2017 saw us listed as a Deloitte Tech Fast 50 company and shortlisted for the coveted Manchester Evening News "Business of the Year". We're getting bigger and better every day. Help us write the next chapter in the AccessPay story.

Job Title: Product Marketing Manager

Responsible to: Marketing Director

Hours: 8:30am - 5:00pm Monday to Friday

We are looking for a Product Marketing Manager to translate product features and benefits (both current & roadmap) into meaningful value propositions, by segment, vertical and region for use across the sales and marketing teams.

Duties & Responsibilities:

- Create clear value propositions across all product lines for target market segments, verticals and regions
- Own the delivery of all sales enablement material across all product lines, including but not limited to; Sales Decks, Product Overviews, Battlecards, Demonstration Decks and training materials
- To work closely with our Product Owners, Marketing Director and Sales Managers to develop and execute clear go-to-market plans and product launches. Ensure sales & marketing teams are briefed, trained and furnished with the appropriate collaterals
- To own competitor research and benchmarking, ensuring internal stakeholders are updated on relevant competitor activity
- To pro-actively contribute to demand generation plans and content marketing plans, ensuring funnel content and outreach is aligned clearly to defined value proposition
- To work closely with Sales, Lead Generation and Content teams on messaging iteration, taking account of relevant macro and competition themes
- To translate new feature releases into meaningful sales and marketing collaterals, making recommendations for action when required
- To work closely with our Customer Success team on collection of customer insights

About You:

- Energetic, focused and target driven
- Experience in product marketing, NPI or NPD is essential
- Highly articulate and able to influence in a cross functional team environment
- Team player, able to fit into a dynamic and fast paced environment
- Experience in the banking/finance sector is ideal, but not essential