



Job Title: Product Marketing Manager

Reporting To: CPO
Department: Product

Job Purpose:

We need you to drive meaningful engagement with existing and prospective customers about our product capability, contributing to our goals for revenue, new ARR, cross- and up-selling.

Key Responsibilities and Accountabilities:

- Product Positioning and Messaging: Maintain and drive knowledge of product messaging. Ensure our product positioning and messaging resonates with our target customers.
- Product/feature launches: Create product launch plans including agreeing release positioning briefs between product, marketing, and sales teams
- Customer insight: Own the customer win analysis process, feeding insights across the business continually. Analyse sales opportunities (won, existing, and lost) to inform our messaging, product development, and marketing strategies.
- Communications: Ensure that our customers are aware of all the features and capabilities that can benefit them, aligning communications to agreed messaging. Ensure that we generate awareness and excitement for our product capabilities while communicating consistently across different channels, including in-product, sales, and marketing/demand-gen comms.
- Sales Enablement.
- Product Showcases: Help run monthly/quarterly/regular events to ensure our different audiences know about existing and new Kallidus product capabilities.
- Product marketing material: Help develop webpages, product tours, presentations, and graphics to drive awareness of new product capabilities. Update product roadmaps and feature listings on our website and 3rd party sites.

Key Skills and Knowledge:

- Market Research/ Understanding
- Product Knowledge



- Customer Insight
- Communication and presentation skills
- Content creation
- Data analysis
- Stakeholder management
- Basic SaaS technology understanding
- Outcome focussed: Focus on customer value and business outcomes over activity and outputs. We invest time defining our goals and ensuring the business is excited about what we'll get done.
- Pace and proactivity: We deliver value early and often. Why make others wait until tomorrow, when a first draft can be shared today?
- Striving: Every member of our team works hard to continually improve what our team achieves.
- Collaboration: Our marketing team collaborates with our sales, customer success, and education teams to drive engagement with target customers. We believe in cross-functional collaboration over silos, hierarchies, and swim lanes. We are world-class team players. The demand gen role leader will be able to quickly build relationships across the company, building effective partnerships to define and execute great campaigns.

Our people are the heart of our success, and diversity is what drives that. Kallidus positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, region or belief, marital status, pregnancy or maternity.

Diversity brings innovation and creativity through different views, backgrounds, and opinions; as a people-first organisation, it's crucial that our teams reflect global diversity.



Kallidus is a proud member of the Disability Confident Employer scheme. We work hard to build an explicitly inclusive space where everybody belongs. Kallidus is a supportive, caring, and enjoyable working environment for all our people, and we are committed to furthering the diversity of our teams.