

# JOB DESCRIPTION



## Product Marketing Specialist

We are searching for an experienced Product Marketer to join our growing business building a range of innovative software product. You will be responsible for developing the positioning, messaging, competitive differentiation, and enabling the sales and marketing teams to ensure they're aligned so they can efficiently generate and close sales opportunities.

The role will work closely with established engineering teams, product management and sales/marketing facing teams as Xara is aggressively expanding our products and customer base. Xara has always been a remote first company with meeting point offices in Berlin and Heme Hempstead UK. We offer a market competitive salary based on experience + stock option opportunities.

### **Key Responsibilities:**

- Establish product messaging across marketing, sales, and support to present new and prospective customers with a consistently fantastic experience
- Become an expert on our product, market, competitors, and customers
- Partner closely with product management to craft a repeatable release playbook
- Develop messaging and go-to-market strategies for Xara products and marketing campaigns
- Interact with customers to understand their ambitions, needs, and pain points and help devise creative solutions to help them be more successful
- Create high-quality marketing collateral with a team of talented designers and developers – this includes presentations, product tutorials, landing pages, marketing videos, case studies, webinars, etc.

### **Essential Requirements:**

- 2 years+ commercial experience in B2B Product Marketing or similar
- An experienced copywriter with a talent for storytelling
- A strong communicator who feels comfortable presenting in front of internal and external audiences
- A stickler for details, who can work with all stakeholders to ensure product positioning and messaging is consistent across every user touch point
- Someone who understands how to blend metrics, best practices, and intuition
- Native English speaker