

## Job Description – Product Marketing Manager / Product Owner

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Company:	Marlink
Department:	Product & Marketing
Department Manager:	Ghani Behloul – Chief Marketing Officer
Location:	Paris
Type:	Full Time

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### Product Marketing Manager

#### Main Mission

Manager's main mission is to further develop & innovate Marlink product/service portfolio to match client needs, increase service penetration, usage and revenues while securing customer satisfaction/loyalty.

The manager will be responsible for managing and ensuring the commercial success of a portfolio of digital services, acting as Product Owner and running key service development initiative across multi-disciplinary team.

The manager shall demonstrate excellent product and project management skills, be able to interact professionally with a wide scope of stakeholders (eg: key customers, product engineering and IT development team, service operations, sales & marketing, senior management) and feel very comfortable in holding presentations in English at customer meetings or industry events/conferences.

The manager shall have strong commercial & negotiation skills, be customer-focus, result-driven, very familiar with latest ITC trends and passionate about bringing new tech-based innovative services to market.

#### Main Activities

The manager will be performing the following activities:

- Acquire product and market knowledge (client and competitor) of the maritime industry, perform SWOT analysis, bench our services and/or identify new services opportunities
- Work closely with customers and sales team to capture customers' needs/challenges and translate them into product/service requirements
- Formalize service requirements/concepts into compelling, sustainable and differentiated value proposition including potential business plan (key benefits/gain for customers/users ; USPs and service positioning/benchmark ; targeted clients ; pricing and go-to-market strategy, etc.)
- Turn service proposition into structured project and win management go for development.
- Co-create and design new service in close relation with key customers (and relevant partners if needed), leveraging POC/client test to understand/solve technical, commercial and operational challenges if any.
- Set-up multi-disciplinary project teams, coordinate and animate a network of stakeholders contributing to product design, development and implementation (eg: Engineering, IM, Service Operations, Support, Billing...) with focus on delivering at costs, on quality & on time

- Effectively and regularly communicate on service development roadmap/progress, issues & challenges to internal stakeholders (and externals if required) with a solution-driven approach to overcome them.
- Prepare internal organization to successfully launch, run and roll-out widely new services (via service training & collaterals, sales kit, commercial materials, video tutorials, customer cases, promotions, etc.)
- Ensure commercial service success by developing & implementing innovative marketing initiative and working closely with sales on new customer win opportunities
- Measure service penetration/revenues/usage (KPI dashboard) as well as customer satisfaction
- Launch service improvement and/or commercial initiatives to sustain service growth

## **Required Qualification & Skills**

### Education / Qualification

- Master or equivalent degree, preferably in ITC Engineering or Business Management
- Min. 5 years' experience in Telco or ITC industry, with 3Y in a commercial product owner role
- Proven experience in product marketing management: developing & launching new services in agile mode and managing service across its lifecycle
- Proven working experience in an international environment with geographically spread teams
- Excellent oral and written communication skills in English
- Excellent in MS office suite & collaboration tools (Teams, PowerPoint, Excel)

### Personal Qualities / Attitude / Competences

- Team-player, trustful and reliable
- Passionate about bringing "game-changing" innovative service to market
- Excellent product sense and customer focus
- Ability to lead & progress projects involving staff from different background/level of seniority
- Very strong analytical & critical thinking skills, with ability to plan and prioritize
- Excellent communication and presentation skills
- Can-do attitude and problem solver
- Result-focussed, with ability to work under strong pressure/short-timeline when needed
- Ready and eager to travel abroad mainly for customer-related meeting/events