

Role Description	
Role Title Product Marketing Manager – Key & Premier Markets	Unit Marketing – Corporate and SME Markets
Reporting to: Senior Programme Marketing Manager - SME Market	Location 1 Heuston South Quarter
Purpose <ul style="list-style-type: none"> • Define and plan product marketing activity required to support the achievement of market objectives • Develop a roadmap of products and product promotions to support achievement of volume and revenue targets in Key & Premier Markets • Develop go to market plans for new products and product promotions into the Key and Premier customer segments. 	
Key Objectives <ul style="list-style-type: none"> • Work closely with the Product team to drive upcoming product launches • Create & distribute product collateral to relevant stakeholders • Work closely with the communications team to ensure campaigns meet product objectives • Gather and document market requirements • Proactively evaluate, review and recommend operational resolutions to the Senior Programme Manager • Manage launch programmes into the Key & Premier sales channels and customers • Collect, document and deliver to Product market requirement documentation • Monitor the local and international market to understand and document competitor positioning, market trends, offers and future direction 	
Key Performance Indicators <ul style="list-style-type: none"> • New product development roadmap • New product promotions roadmap • Success of go to market campaign plans • Management of activity calendar • Internal feedback from Sales organisation • Response rate from customer campaigns • Revenue, market share and revenue performance of the product portfolio 	Competency Profile Business Competencies <ul style="list-style-type: none"> • Customer Focus (4) • Results Focus (3) • Innovation (3) • Strategic Perspective (3) People Competencies <ul style="list-style-type: none"> • Leadership (3) • Oral and Written Comms (3) • Influencing and Winning Commitment (4) • Interpersonal Skills (4) Profile <ul style="list-style-type: none"> • Marketing and business professional • 5 years sales/marketing/product experience