

Salesfire

We are looking for a Product Marketer to join our team

Salary: Competitive

Location: Middlesbrough

Type: Permanent



Why we exist

Since first launching in 2017, Salesfire has grown to provide a personalised on-site experience to over four million customers a day. Over 500 online businesses in the UK trust our award-winning products to help them convert more visitors into customers.

We're determined to help eCommerce businesses compete in a competitive industry dominated by huge blue chip companies. Our service provides online retailers the products and solutions they need to create a personalised user journey and enhance their online shopping experience.

This has all been made possible through our talented team which has grown to over 40 strong and we are seeking a talented, confident Product Marketer who has a passion for working with and growing eCommerce businesses. We are looking for commercially minded individuals who are able to put themselves in the shoes of online retailers and bring about real change.



The Role

We are looking to recruit a Product Marketer to execute and deliver product launches from idea to implementation.

As a Product Marketer you'll be working closely with our product, development and marketing teams to package and message our products - from inception and development, all the way through to product launches. You will help shape the voice of the product to ensure we reach the right audience and maximize the impact of the products we build.

The part you'll play

- Own and execute the strategy for how we launch new platform features.
- Educate our key audiences and deepen their engagement with our product.
- Conceptualise thought leadership pieces and the supporting stats and assets.
- Develop product positioning and messaging informed by research, market insights, and product understanding.
- Work on product launches and ongoing promotion in collaboration with the entire marketing team and the broader go-to-market teams including sales.

The skills you'll need

- Excellent written and spoken communication skills
- Sharp analytical & strong quantitative skills
- Ability to work with cross-functional teams including Marketing, Development and Customer Success
- Ability to craft compelling stories in every format including blog posts, guides and videos or webinars
- Strong technical acumen and understanding of technology products

The perks we offer

Our team is at the centre of our success and we ensure we offer the benefits and opportunities they deserve. At the heart of our collaborative culture is our newly refurbished Middlesbrough HQ and we've made sure it's a great place to work.

We provide the technology and equipment you need to carry out your role to the best of your ability, shared meeting and break-away spaces for when you need time away from your desk and a fully stocked kitchen of tea and coffee. In addition, we offer flexible working for a better work-life balance and regular social events.

We all need a break from work, so everyone gets 24 days paid holidays in addition to the public bank holidays.

How to apply

If you feel you would be a great fit to our team, please send your CV and cover letter to the email address below.

Click the link to start your application.

careers@salesfire.co.uk