

Infobip is a global mobile services specialist and GSMA associate member. We pride ourselves on our ability to provide a mobile services cloud for enterprises and mobile operators. Our entire portfolio is designed in-house and draws on our extensive experience, taking into account the specific requirements of our clients and partners. For more information, visit our corporate web sites at www.infobip.com and www.centili.com.

We have an opening at our Belgrade offices for:

Product Marketing Manager

As **Product Marketing Manager**, you will share responsibility for creating and maintaining the public image of our award-winning product range. Working closely with sales, product management and the rest of the marketing team, you will help manage external product positioning, messaging and collateral as well as the corporate website and the full library of printed marketing materials. You will need to quickly become an expert on the products, the market, our customers and our competition, and be able to translate this knowledge into high-impact materials that clearly communicate the value of our products to the marketplace.

Specific responsibilities include:

- Create high-impact internal and public marketing/educational materials that clearly communicate the value and unique advantage of our products
- Develop vertical content and materials to better reach target industries, as well as partner-specific materials to support our key channel partners and resellers
- Develop website content to drive sales through clear, high-impact company and product information
- Develop and manage product collateral including datasheets, whitepapers and case studies
- Develop and manage sales tools including presentations, ROI calculators, needs-analysis tools and phone scripts
- Establish and maintain relationships with key customers who volunteer for case studies and speaking events
- Develop and manage marketing materials including case studies, videos and customer profiles
- Review and edit outgoing RFP responses and other important sales proposals
- Coordinate closely with marketing, product management, sales, design and the web team
- Assist with sales training on product positioning – ensure that all sales staff have internalized and can clearly communicate our product positioning and corporate identity

Requirements include:

- Excellent writing skills, with experience developing high-impact sales materials for a successful enterprise software company
- 5 or more years of software/services product marketing experience
- Excellent verbal presentation skills in the English language
- Excellent interpersonal skills, with a proven track record of establishing credibility with key customers and other business partners, as well as with prospects, sales staff, customer support and development
- A deep understanding of the Mobile Industry and relevant trends
- A BA or BS degree (MBA preferred)

HOW TO APPLY:

All applicants are required to send a CV and an application letter in English to careers.belgrade@infobip.com.