



Product Marketing Specialist

- Title:** Product Marketing Specialist
- Location:** This Role is Flexible but will require travel in the UK, Ireland, North America and Canada
- Employee Status:** Full Time, Permanent
- Salary:** Competitive
- Experience Required:** 5+ years of product marketing experience with at least 2 years of experience in a market-facing role
- Qualifications:** Bachelor’s Degree in Marketing/Business

Founded in Dublin in 2010, iCabbi provides taxi companies with the tools they need to compete in today's fast-paced world. Our taxi dispatch software powers over 750,000 rides every day in Ireland, the UK, Finland, the USA, and Canada - and we're currently expanding into a number of new markets. iCabbi's vision is to put taxi companies at the centre of mobility. We support this in three key ways: by building the world's best taxi dispatch system; delivering a marketplace for open innovation and creating new enterprise models to transform the taxi industry.

We recruit people who are **S**ound, **P**articipate with passion and purpose, who are **A**mbitious for our customers and themselves, are **R**esourceful and use **K**inetic energy to spark ideas and put them into motion! Have you got **SPARK**?

Role:

The Product Marketing Specialist is responsible for identifying and communicating the local Market needs within iCabbi’s target markets; informing and updating the Technology organisation of those needs, and **aligning the product vision and strategy with these Market needs.**

The Product Marketing Specialist builds market knowledge through conducting competitor analysis, undertaking market research, liaising closely with iCabbi Customers and works closely with the product, marketing, sales and CX teams to inform the strategic positioning of the product to prospects, customers, partners, and market influencers.

Product Shaping	Product Shipping	Product Ambassador
<ul style="list-style-type: none"> ➤ A deep understanding of the market, trends, threats, opportunities: the go-to market expert. ➤ A deep understanding of competitive landscape and related technologies / sectors. 	<ul style="list-style-type: none"> ➤ Owning the GTM strategy and working closely with marketing on the ➤ Positioning & messaging for new products and features ➤ Driving demand and adoption with Marketing 	<ul style="list-style-type: none"> ➤ Helping the sales / CX teams 'sell' more. ➤ Driving overall success of the product with CX. ➤ Working closely with Product and Marketing on post-launch feedback and continuous improvement.

Responsibilities:

- Market intelligence - be the expert on our target market in terms of understanding the size, identity, nature and needs of our target market
- Understand the competitive landscape—be an expert on our competition and how they are positioned.

- Collaborate with product management and marketing communications to develop product positioning and messaging that resonate with our target buyer personas.
- Understand and document the taxi sector within the market and their buying process including where they get information, and the “*who, what, when and why*” behind the decisions they make.
- Leverage their sector knowledge to drive changes to our sales and marketing processes to optimise our sales lead generation and conversion rates.
- Develop a marketing plan for the iCabbi products they support in conjunction with our marketing team, including key activities and budgets to support the retention of existing customers and the acquisition of new customers.
- Assess the effectiveness of the marketing programmes that support iCabbi’s product portfolio on an ongoing basis, and report back to the business on future requirements.
- Plan the launches of net-new products and releases of existing products and manage the cross-functional implementation of the plan.
- Act as a thought leader for the products you support externally, including speaking engagements and written works.
- Understand and support our sales channels; train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it.

What will you bring to us?

- 5+ years of product marketing experience with at least 2 years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis and market research)
- Strong knowledge of the taxi sector within their local market.
- Comfortable using collaboration and CRM tools such as Slack and Hubspot.
- Analytically strong, able to review & evaluate market data to summarise key intelligence into actionable insights.
- Excellent relationship building skills developing and maintaining a strong network within the local market sector of influencers, thought leaders and key customers.
- Financially adept at building business cases to support investment decisions on product needs
- Must be a strong public speaker, comfortable in front of large, senior groups, and a solid writer.
- Capable of working independently and with a team, with very good people and management skills to interact, influence and lead staff, colleagues, cross-functional teams and third parties.
- Bachelor’s degree in business or marketing preferred.
- Primary language is English. (Proficiency in French / Spanish is a bonus)
- Must be willing to travel regularly.

What will we give to you?

- A culture which is second to none!
- A happy work environment.
- Opportunity to gain experience and knowledge in a unique industry
- Further education and training to enhance your skillset
- We empower you to make your own career by working with some of our leading clients and forging new relationships with colleagues and customers
- A team of highly experienced technology and development professionals to work with and support you.
- A leadership team who have a worthwhile mission and who excel at that mission.
- A chance to work with one of the market leaders in the Taxi Industry, currently disrupting a market and leading change within Mobility
- A company that is going from strength to strength with significant growth plans that we are achieving.