

Product Marketing Manager

Do you love new technologies and the rapidly emerging field of Smart Cities and Internet of Things? Are you an expert in promoting technological solution that benefits the society? Join our fast-growing company and support our partners with sales enablement and demand generation.

As a Product Marketing Manager, you will be responsible for the outbound product marketing activities. You will craft the messaging and positioning for our products. You'll conceive and develop marketing activities that drive demand. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into value for customers is crucial. In your role as a Product Marketing Manager, you will be the expert in competition offering, customer's needs and Tvilight product features, and will translate that knowledge to the sales channel.

We offer a rewarding career opportunity in our dynamic and experienced team in Amsterdam which thrives on customer satisfaction and value creation. You will be a part of the Tvilight commercial team, reporting directly to the Chief Commercial Officer.

Key Responsibilities

- Develop product positioning and key messages that differentiate Tvilight solution and products in the market;
- Sales enablement – Communicate the value and position of Tvilight products to the sales team, and develop sales tools that supports the selling process;
- Demand generation – Develop the strategy and manage the market communications that drives demand for Tvilight products. Work with the marketing communications team on product marketing activities, press releases and marketing materials such as website, media content and whitepapers;
- Market intelligence – understand our clients and their buying criteria; collect requirements from the end-customers and our business partners for product upgrades, features and new product development; make pricing and feature recommendations to the management and the cross-functional teams;
- Competitive intelligence – possess expert knowledge of competitive and 3rd party products, and translate this knowledge into the Tvilight strategy;
- Closely work together with the Product Manager on defining product features, and managing tradeoffs involving features, schedule, cost price, and lifecycle management;

Key Qualifications

- Experience working closely with the engineering/ technical teams from a marketing and sales perspective;
- Demonstrated success as a product spokesperson, experienced with formulating product messaging and creating marketing messages;
- Excellent oral and written communication skills to interact with colleagues, clients and partners;
- Able to prioritize and multi-task in a fast-paced environment and work with a multi-cultural team that is entrepreneurial and result driven;
- Bachelor's or Master's (preferred) degree in Electronics, IT or similar technological domain. Business or Marketing degree would also be considered;
- 5+ years of hands-on solution/ product marketing experience with at least two years of experience in a field- facing role;
- Experience in field of IoT and Smart Cities would be a plus;
- Fluent in English and Dutch; German would be a plus;
- Requires domestic and international travel (25 - 40% of the time)

About Tvilight

Tvilight B.V. is a European market leader in professional end-to-end lighting control solutions. The company specializes in sensors, wireless lighting controls, and connected lighting management software for outdoor applications. Tvilight sees streetlights as one of the most valuable public assets that have a powerful role to play in making cities energy-efficient, resilient and future-ready. Tvilight products create an independent open network that allows integrating a multitude of third-party applications and thus constitute a reliable, future-proof base for a Smart City. Tvilight offers sensor solutions such as environmental monitoring and traffic management, taking connected outdoor lighting to a next level. Tvilight has an installed base of more than 100 projects globally in iconic cities and critical infrastructure around the world. To learn more about Tvilight, please visit: www.tvilight.com

Work location: Amsterdam, the Netherlands

Apply to career@tvilight.com