

Assistant Product Marketing Manager

The key duties and responsibilities of the role include (but are not limited to):

- Reporting to the Head of Channels
- Advocates for the end user and shapes the customer experience within existing and new products
- Collaborate with partners to detail, design, and implement growth/ marketing plans for each product or service being offered.
- Ensure product roll out with good customer experience in mind.
- Timely and smooth execution of campaigns, including working with key stakeholders on end-to-end campaign mechanics, whilst actively reducing time to market
- Monitor, analyse and evaluate launches/campaigns to ensure its effectiveness and can potentially improve marketing and sales performance
- Own and Track numbers, keep abreast of trends and conduct competitive analysis
- Participate in the continuous improvement of organisational processes