



<https://fintech nordics.com/job/product-marketing-manager-at-qred/>

Product Marketing Manager

Description

Qred is looking for an experienced Product Marketer to generate demand for our loan and other financing products. As a Product Marketing Manager you play a pivotal role in driving the success of our products. Your primary focus is to understand customer needs, develop impactful go-to-market strategies, and craft compelling product messaging. You will validate buyer needs, desires, and intentions while ensuring customers discover, understand, and derive value from our products.

Responsibilities

- Conduct market research and report on market trends, competitor products, promotions & pricing changes
- Ensure that our products (loan, card, factoring m.m) reflect our brand's values and positioning
- Identify ideal customer profiles and describe their interests, behaviors, and needs
- Design user journey maps and adapt experiences based on customers' awareness of problem, awareness of solution, awareness of product
- Responsible for enriching buyer personas with customer insights throughout product ideation and validation process
- Set product naming and message, with a keen eye on how to position ourselves against alternatives & competitors in the market
- Responsible for implementing Go-To-Market and distribution strategies together with channel owners and product teams (Campaigns, Promotions, How To's, Upsell, Push notifications, new landing pages etc)
- Drive product usage through user onboarding, helping new users realize their goals with the product
- Responsible for quality of content on internal & external product pages including comparison sites
- Secure product/feature adoption by monitoring activation and usage metrics as well as ratings and reviews

Qualifications

- Minimum 3 years of experience in product marketing
- Proven track record of successfully launching and promoting products to drive customer adoption and revenue growth
- Experience in working in SaaS or E-commerce
- Experience working in cross-functional teams consisting of for example product marketing, marketing and sales
- Experience identifying user needs and running user journey mapping
- Good analytical and problem-solving skills
- Excellent written and verbal communication skills, with the ability to create compelling product messaging and positioning
- Ability to translate strategy into actionable plans including content, campaigns, channels etc.
- Ability to manage multiple projects simultaneously meeting the deadlines

Hiring organization

Qred

Qred is a fast-growing international FinTech company focused on solving big problems for small businesses. We offer efficient services such as business loans, a business credit card, and factoring possibilities for small business owners. We believe that traditional banks often neglect small business owners, something we want to change since we believe those entrepreneurs are the real heroes in the business world.

Employment Type

Full-time

Job Location

Stockholm, Swede

Date posted

September 12, 2023

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APPLY

- Willingness to execute projects from start to finish, including rolling up the sleeves and doing hands-on work