

## JOB DESCRIPTION

**Job Title:** Product Marketing Manager - Business

**Department:** Marketing

**Role Overview:** CBS Interactive UK is the largest online-only publisher of premium content in the UK with an impressive portfolio of leading business and lifestyle brands focused on people and the things they are passionate about. Each month, over 12.9 million UK consumer and business professionals visit our sites to benefit from the high-quality editorial and interactive content that our brands are famous for. The key to our success in the media world has been the drive and passion of our employees and we work hard to provide the right innovative, fun environment to help them thrive.

We are currently seeking an exceptional candidate to undertake an exciting new role within our company as Product Marketing Manager for the Business Group. This role will be responsible for driving the commercial and marketing success of three major online brands; ZNET UK - the leading reference source for IT professionals, silicon.com – the leading authority on IT strategy for business leaders, and BNET UK – to go-to-place for management in the UK.

**Job Purpose:** As Product Marketing Manager for the Business Group, you will be responsible for the development of commercial product and marketing strategies that will drive revenue growth and brand equity in our marketplace.

To achieve this, your core remit will be to identify and develop new commercial opportunities via the launch of new products and programmes, work alongside the sales team to create compelling commercial and market propositions, and develop marketing programmes focused on driving brand awareness and equity among clients and key stakeholders.

**Reporting Line:** Publishing Director for Business Group (during maternity leave of Marketing Director)

**Direct Reports:** None

**Working relationships:** Brand management teams  
Senior Marketing Executive  
Marketing design team  
Insights Manager  
Commercial Director and sales team

### Main tasks/responsibilities:

- Employing your in-depth knowledge of the b2b sector, you will help drive the development of new commercial ad products and programmes as well as the creation of new alternative offline revenue streams. To achieve this you will be responsible for:
  - Regularly assessing performance of existing programmes/solutions and finding new methods for increasing yield
  - Liaising with the international product marketing teams to identify international commercial opportunities
  - Working with the Publishing Director/Commercial Director to create a commercial development roadmap for your brands that meets new revenue targets
  - Developing successful market proposition, pricing and go-to-market strategies for these new commercial products/programmes
  - Creating all relevant go-to-market collateral and communication programmes to support new product/programme launches
- To help us capitalise on revenue opportunities, you will also play a key role in the development of the RFP business for your brands:
  - You will be responsible – alongside the appointed sales representative - for the creation of all major RFP propositions that require integrated marketing programmes, including:
    - Ensuring we have a full, detailed brief of requirements from the client
    - Developing the commercial proposition and programmes that most closely match the requirements of the brief
    - Working alongside relevant departments – such as project management and ad operations – to ensure that the proposition can be successfully delivered by the business and achieves required yield

- Compiling and gaining stakeholder sign-off of the RFP proposal for presentation to client and any subsequent re-proposals
- Monitoring and tracking overall performance of all RFPs managed
- You will also work alongside the Commercial Director to streamline and perfect the campaign pitch and RFP process for your brands
- You will also help us to identify and develop the most effective commercial and marketing strategies at client level by:
  - Working as part of a task team to actively seek and explore new campaign and business opportunities with our clients, ensuring that we are increasingly appearing on their media campaign schedules
  - Developing bespoke marketing programmes and propositions aimed at strengthening relationships and driving yield or new business growth
- With support from a Senior Marketing Executive, you will also be responsible for overseeing the brand marketing strategy and communications plans. Focused principally on driving equity and revenue opportunities among our client base, your plan will include:
  - Overseeing and tracking marketing spend
  - Working closely with the Publishing Director, to identify the brand's vision and values and ensure that all marketing communication and imagery employed consistently reflects the brand identity and brand promise
  - Ensuring all commercial communications – such as brand core pitches - identify the most compelling sales messaging and positioning for each brand to deliver profitability and competitive advantage
  - Staying abreast of market, competitor and industry trends to help formulate the most appropriate marketing and brand strategies
  - Developing communication programmes that help achieve brand market and marketing objectives and employ the most effective promotional mix to achieve the objectives set. This promotional mix will include direct marketing, advertising, corporate entertainment and events. Ensuring the effective implementation of these communication programmes to timescales, performance targets and budget
  - Working alongside the Publishing Director to identify and foster advantageous marketing partnerships across the CBS network and with third parties
  - Liaising with the company's Corporate Communications Director to devise and implement an annual PR and awards plan at brand level
  - Development and maintenance of marketing collateral for your brand

**Team responsibilities:**

- As an important part of the brand team, you will be expected to forge strong, productive working relationships with all members of the team becoming a vital contributor in group brand decision-making
- You will help to foster marketing expertise and marketing best practice within the company by sharing your knowledge and insight across the marketing team and supporting in team development programmes

**Person Specification:**

- Previous experience in product marketing, business development or in a marketing role focused on driving commercial development in a b2b environment essential - ideally obtained in an advertising agency or media company
- Proven commercial acumen – with a track record for developing commercial solutions and marketing strategies that have driven business and client growth
- Excellent communication skills – verbal and written – and a strong track record of creating compelling and effective communications. Direct experience in developing commercial propositions and communications preferred.
- Outstanding interpersonal and team skills with a gift for developing strong working relationships and generating credibility, trust and respect throughout the company
- An innovator and strategic thinker that can think outside the box to deliver innovative marketing and product solutions that will shape the media industry
- Strong project management skills and the ability to co-ordinate multiple projects simultaneously
- Marketing or business qualification preferred

**Competencies for Success:**

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| ● Creativity                                 | ● Stand alone              |
| ● Innovation management                      | ● Drive for results        |
| ● Business / commercial acumen               | ● Organising               |
| ● Strategic agility                          | ● Intellectual horsepower. |
| ● Understanding others / interpersonal savvy | ● Learning on the fly      |
| ● Command skills                             |                            |