

Product Marketing Specialist

Office Location: **Milton Keynes, UK**

Employment Type: **Full time**

Work Location: **Office/Hybrid**

Department: **Products**

We are open to flexible working

Reporting to: **Product Manager**

Application process

Contact Rob Johnstone, Product Manager

rob.johnstone@kineticsoftware.com

About Kinetic

We are the UK's leading supplier of event management and student accommodation software to the higher education sector. Our team of 75 people work out of our Milton Keynes (HQ) and Ludlow offices in the UK and from our US office, generating annual revenues of around £10m; we're growing at around 15% per annum. We're owned by Constellation Software Inc., one of the largest software groups in the world, providing fantastic opportunities for benchmarking, sharing best practice and learning.

Kinetic proudly supports 84% of UK and Irish universities, 60 universities in North America, as well as unique venues such as Lords Cricket Ground and the Merlin Group with our deep and powerful software offering. The culture at Kinetic is one of passion, drive and fun where everyone pulls together to deliver an outstanding customer experience, growth and profit.

We support personal development and build on individual strengths, providing options for career progression across our business.

Kinetic is working towards an exciting but achievable goal of growing our revenues to £25M by 2025 through innovation and the reimagining of our product set. This will not only cement our dominance as market leader in the UK but also expand our presence in international markets.

Although we are headquartered in a lovely new office in Central Milton Keynes, with easy and quick access to various shops and restaurants, we also offer flexible working!

Summary

Marketing is central to our brand, messaging and communications, driving sales and positioning us as an industry leader across UK, North America and Australasia. Now is a very exciting time to join our team, as you will be able to contribute towards fundamental changes that will take Kinetic to the next level. Kinetic is a fast-paced environment. Personal development at Kinetic is a must, so if you are looking for a role with great career progression look no more!

Responsibilities

You'll be the glue between the Marketing and Product teams. You will need to keep your eyes and ears peeled for any product updates and make sure we're sharing them with our customers and prospects in the most efficient and exciting way. We have a wide product range, so an understanding of each product and its value to our customers will be essential.

Your responsibilities will include but not limited to:

- Creation and execution of end-to-end marketing campaigns to position our solutions as essential for our customers and prospects.
- Creation and delivery of our technical and business-level product messaging.
- Regular customer communications about any product updates and new released features.
- Implement our go-to-market strategy, and you craft sales enablement plans for our new product offerings.
- Development and maintenance of a wide range of product related marketing materials from writing blog posts and updating websites, thought leadership pieces, case studies, conducting webinars to conveying our products specs to our customers and prospects.

Skills

An ideal candidate will have:

- Experience in software product marketing.
- Strong strategic thinking and great business acumen.
- A proven record of marketing project and program management.
- Experience of working for a software company.
- Experience of the higher education or property management sector.
- Great copywriting skills with a native level of English.
- Great analytical skills and interest in marketing insights.
- Extensive experience of B2B is of benefit.
- Amazing level of detail orientation.
- At least basic knowledge of SEO and event management.
- Drive and a positive approach (we love a good laugh!).
- Team player spirit but confidence to make things happen on your own.

- Last but definitely not least – willingness to learn and make tomorrow better than today!

We are a small team, and a hands-on approach is often the case, so it also would be beneficial if you would have experience in:

- Wordpress;
- Adobe Suite (especially graphic design and video production tools);
- CRM system management (preferably Hubspot and Salesforce);
- At least basic understanding of Google Analytics.

Benefits

In return you will benefit from:

- Being part of an exciting team & working within a thrilling industry
- Performance bonus scheme
- 25 days holiday annually and public holidays in addition
- Company contribution to pension
- Excellent training and support with natural potential to develop further
- A company portal of staff benefits, which is customisable by you including private health care, life assurance, personal development, cinema tickets, wide range of discounts at retailers and much more!

Kinetic provides excellent working environments at its offices, including kitchens with free tea, coffee and refreshments. Our social committee organises activities and events. All staff have access to a flexible benefits package.

Other information

You will need to provide

- proof that you have the right to work in the UK
- a reference
- a DBS check