



DRIVING THE FUTURE OF ELECTRIC VEHICLES

We are the world leader of in-wheel motors for passenger cars, light commercial vehicles and future transport solutions.

Protean Electric is an automotive technology firm with around 150 talented people globally.

Our purpose is to make electric vehicles better, for the people who use them and for a sustainable world. Our mission is to make in-wheel motors a standard automotive product, used by customers worldwide.

Product Marketing Manager Farnham, UK

The Role

We are seeking the right individual to join our global Marketing team.

Main Duties & Responsibilities

The Product Marketing Manager is a new strategic role for Protean Electric, with the opportunity to help to shape a business with compelling technology and market traction in one of the most exciting sectors in the world today – electric and future mobility.

As a product marketer, you will be a crucial hub. You will be the link between the technology, engineering and vehicles teams to the outside world by working closely with our commercial team, key account customers, partners, industry analysts and others to clearly articulate the concepts, products and vision of Protean Electric – internally and externally to the wider market.

You'll develop compelling positioning for products and features, using market feedback to identify value, use cases and core messaging, for different stakeholder profiles. By providing customer stories and other core materials, and by activating them through internal briefings and external campaigns, you'll enable the commercial team to effectively sell our ProteanDrive range of products.

Reporting, Location & Travel

The role is based out of Farnham, Surrey and will report into the global Marketing Director. Flexible working possible. Some international travel to Europe, US and China expected, when travel is possible again.

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Key Responsibilities

Insight:

- Deeply understand our product offering and the product value proposition for different functions within single, very large target customer organisations, and positioning of the product accordingly, to enable an Account Based Marketing (ABM) strategy
- Listen to customers and the market and help to build marketing campaigns based on evidence of market requirements and trends
- Deeply understand the customer journey and decision-making process

Execution:

- Create and deliver marketing and campaign plans based on business needs
- Create highly differentiated messaging and persuasive content highlighting benefits and use cases that can be used across all elements of the marketing mix for an ABM strategy
- Ensure all product marketing activity is aligned with the overall brand positioning and supports the overall business objectives
- Plan and execute customer campaigns that advocate for Protean technology, sustain awareness and drive adoption over a long product development lifecycle
- Build and manage an evolving suite of relevant and compelling content for current and prospective customers, including case studies, webinars, digital assets, media assets, newsletters and more, for use across all marketing channels
- Own the global conference calendar and production of speaker content
- Manage and report on measurable outcomes and ROI from product marketing activities

Relevant Skills & Behaviours

Our values:

- **Will to Win:** we succeed by delivering to customers; on time, on quality and on cost
- **Pioneering:** we are passionate about the technology
- **Courageous:** we face our challenges
- **Working Together:** we can rely on each other and others can rely on us
- **Personally Responsible:** we do what needs doing, when it needs doing
- **With Integrity:** we are honest, open and respectful

Successful candidates should be able to demonstrate the following relevant skills and behaviours:

- Results-oriented, self-motivated individual with a track record of delivering on commitments
- Excellent written and oral communication skills
- Collaborative with experience of working with remote teams and across geographies

Desirable

- Experience of graphic design and using associated tools

Relevant Knowledge & Experience

Candidates should assess their suitability against the following essential and/or desirable relevant knowledge and experience:

Essential:

- 8+ years experience in product marketing for a B2B technology or automotive technology product
- Experience creating marketing plans to communicate existing and/or new products or features in different geo's / languages with proven success



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- Experience with Account Based Marketing (ABM)
- Creative and also highly analytical; you use data as a crucial part of decision-making
- Outstanding communication skills, and in particular the ability to convert complex ideas and quantitative data into simple messages
- Ability to solicit and synthesize customer and market feedback for actionable recommendations on positioning, messaging, and product development
- Creative flair to bring fresh ideas into product positioning and marketing campaigns
- Tech-savvy and up-to-date on all marketing tools, platforms and resources

Desirable:

- Engineering degree or other engineering experience/automotive engineering experience

Employee Benefits

In return for a rewarding and fulfilling career, all Employees can look forward to receiving a competitive salary, plus a number of additional employee benefits:

- **Discretionary Bonus:** Employees are eligible to receive a discretionary bonus of up to 15% of annual salary; this is paid annually and is subject to meeting set agreed targets.
- **Life Assurance:** Employees are automatically enrolled into the company's Life Assurance scheme; this provides the sum of four times annual basic salary in the event of death during employment.
- **Pension Scheme:** Employees are automatically enrolled into the Company's Group Personal Pension Scheme, with the company matching contributions from a minimum of 5% up to a maximum of 7%.
- **Private Healthcare:** subject to completion of probation, Employees, their partners and dependents, are able to join the company's private healthcare scheme with BUPA, in addition to an accompanying cash plan with BHSF.
- **Learning & Development:** Employees are encouraged to continue their career development with a variety of training courses and development opportunities available to them, including the offer of learning Mandarin.
- **Relocation:** we are able to offer a relocation package to assist Employees and their families when relocating to within a designated distance/duration from the company's offices.

Full details of the Employee Benefits are available upon request, or will be made available on provision of an offer of employment.

Should you wish to apply for this role, please e-mail your CV, covering letter and salary expectations to: ukjobs@proteanelectric.com – please be sure to **quote the full Job Title in the subject line** and read our Privacy Notice.

Thank you for your interest, we wish you every success with your application.

