Product Marketing Manager - Security

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Company: Tanqeeb

Location: Qatar

Category: other-general

Open Source has become the norm in enterprise and SAAS applications. Canonical has delivered secure open source to millions of users and enterprises. We're looking for a Product Marketing Manager who will be responsible for developing marketing strategy and go to market plans at a global level for our security and compliance portfolio.. This is a hands-on, multi-disciplinary and dynamic position, requiring close collaboration with the product and engineering teams, content team, sales teams, as well as other marketing functions… all in support of Canonical's growth.The ideal candidate is passionate about technology, technology marketing and the use of technology in marketing. They prefer to work in an environment that emphasises ownership of campaigns, collaboration, learning, curiosity and a drive to continually improve oneself / the team / the organisation. They love to problem solve, get hands-on, experiment, measure and use automation to make daily life easier. This role sits in the marketing team reporting to the product marketing lead. **Location:** *This role will be based remotely in the EMEA region.* **What Your Day Will Look Like**

Be responsible for go-to-market planning and execution for Canonical's range of security and compliance products

Lead on content dissemination planning, campaign development and planning for planning product launches.

You will lead on the development of compelling messaging and positioning that emphasizes business value and connects with target audiences throughout the buying journey

Conceiving and executing customer base communications and marketing programs to upsell and cross sell into our large base of customers

Collaborating with demand generation teams, utilizing data and insights to create and improve strategies that drive traffic to our content, optimizing marketing funnels

Work with other teams to plan event, webinars and support paid and social media promotion

Create and publish content (online and print) in line with marketing plans to deliver on campaigns

Monitoring the competitive landscape to define product positioning that differentiates

What We Are Looking For In You

Experience in a product marketing function for enterprise IT products (SaaS experience preferred)

Passion for the cybersecurity industry and cybersecurity marketing

Strong inter-personal management skills.

Proven analytical skills, able to assess opportunities and make decisions on ROI/advantages of programs & investments.

Appetite to deliver strong results and innovation.

Growth mindset - someone who is not afraid to think big and take on risk.

Willingness to roll up their sleeves.

Exceptional verbal and written communication skills.

Ability to work and thrive in a self-starter, fast-paced and changing environment

Love for diverse work assignments and the opportunity to try new approaches

What We Offer You Your base pay will depend on various factors including your geographical location, level of experience, knowledge and skills. In addition to the benefits above, certain roles are also eligible for additional benefits and rewards including annual bonuses and sales

incentives based on revenue or utilisation. Our compensation philosophy is to ensure equity right across our global workforce. In addition to a competitive base pay, we provide all team members with additional benefits, which reflect our values and ideals. Please note that additional benefits may apply depending on the work location and, for more information on these, please ask your Talent Partner.

- Fully remote working environment - we've been working remotely since !

- Personal learning and development budget of 2,USD per annum

- Annual compensation review

- Recognition rewards

- Annual holiday leave

- Parental Leave

- Employee Assistance Programme

- Opportunity to travel to new locations to meet colleagues at 'sprints'

- Priority Pass for travel and travel upgrades for long haul company events

About Canonical Canonical is a pioneering tech firm that is at the forefront of the global move to open source. As the company that publishes Ubuntu, one of the most important open source projects and the platform for AI, IoT and the cloud, we are changing the world on a daily basis. We recruit on a global basis and set a very high standard for people joining the company. We expect excellence - in order to succeed, we need to be the best at what we do. Canonical has been a remote-first company since its inception in . Work at Canonical is a step into the future, and will challenge you to think differently, work smarter, learn new skills, and raise your game. Canonical provides a unique window into the world of 21st-century digital business. **Canonical is an equal opportunity employer** We are proud to foster a workplace free from discrimination. Diversity of experience, perspectives, and background create a better work environment and better products. Whatever your identity, we will give your application fair consideration. #J--Ljbffr

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