

Product Marketing Manager

in Monaco

The Product Marketing Manager will be a key member of the Corporate Marketing team, working closely with the Corporate Marketing Manager, the rest of the Corporate team, as well as the Product Management team. You will be responsible for understanding and helping address 3Dconnexion's audience categories with relevant application- and product-specific content, supporting us in developing our global communication strategy and in expanding the 3Dconnexion brand worldwide.

Our ideal candidate is passionate about both technical topics and business topics - from understanding and explaining the benefits of using 3Dconnexion products with different software applications, down to evaluating the market potential in different industries and defining the target personas for each. You are curious, eager to learn and have an appetite for going into the details. You like understanding a topic in-depth, to the point where your understanding will be able to direct the course of action of the team.

Job Responsibilities

- Evaluate the market potential for different target industries correlated to our product portfolio (existing & new products), and create business cases to inform the company's sales & marketing direction.
- Determine target personas, detailed use cases and typical workflows for the various 3Dconnexion products in CAD and 3D applications.
- Engage power users, beta testers, application experts to understand how to communicate the benefits of using 3Dconnexion products.
- Create screencasts and other content required for the marketing communication, to demonstrate the experience and benefits of using 3Dconnexion devices.
- Analyse customer feedback, engage with customers and translate their needs into business-relevant recommendations for product development.

3Dconnexion

3Dconnexion® is the leading provider of award-winning devices for 3D design and visualization professionals. 3Dconnexion devices integrate with the world's most popular CAD and 3D software applications, helping mechanical engineers, manufacturing engineers, architects, 3D artists, animators, game developers produce better designs faster and more comfortably. 3Dconnexion has offices worldwide, located in Monaco, Germany, the US, Poland and Japan.

Skills we're looking for

- Master, Bachelor in Engineering Management.
- Professional written & spoken English (C1 equivalent).
- High interest in technology products.
- Excellent attention to detail, desire to learn and understand complex topics.
- Ability to translate technical topics into user-friendly language, understanding how to best communicate with different target audiences.
- Understanding of analytics, market research, and ability to use data to inform decisions.
- Self-motivated, good communicator, empathic with great interpersonal skills, good decision-making and problem-solving skills.

If you are interested in being part of a great team in a growth-oriented company, send us your CV + 3 points why you're the right person for this role (in English) with the reference **Product Marketing Manager** via email to:

sabina_mihutescu@3dconnexion.com

Contact information

3Dconnexion SAM
7, Boulevard du Jardin Exotique
98000 Monaco

What we offer

- 6-month contract with extension possibility.
- Vacation: 25 days / year.
- Working location: 3Dconnexion Monaco headquarter.
- Accommodation and relocation support offered.
- Professional development opportunities.
- Attractive salary package based on experience and skills.
- International work atmosphere and supportive team culture.

