



## The Product Marketing Manager Role

### What are we all about?

Founded in Birmingham in 2012, Orlo has grown to be the UK's leading platform to manage your digital conversations, managing millions of interactions every year. Orlonians are on a mission to build an amazing company that solves complex problems - and have fun along the way! We're a bunch of genuine people who work hard everyday to support our customers in managing their digital conversations. Our platform empowers users to handle their outbound and inbound messages from one handy inbox, so they can focus on what really matters - providing a great customer experience through digital channels.

### What are our values?

We're **bold**

We *graft*

We're **curious**

We *give a sh\*t*

We're **genuine**

### Who do we work with?

Over 300 leading brands use our platform to manage their digital conversations - and counting! We work with clients across a variety of industries, from Ocado to NFU Mutual, Buzz Bingo to Shelter, and many, many more. We also count more than 150 public sector organisations and almost one half of the UK's police constabularies as our clients. We're pretty proud of our 94% retention rate too!

### What's the Product Marketing Manager role all about?

Orlo is a fast growing technology company and is looking to expand the Product and Marketing team so that we can continue to deliver world leading quality software at an increased rate.

The salary for this position will be based on experience and ability and discussed on application.

### What are the key responsibilities?

- Crafting product marketing messages and unique selling points that set the product apart from the rest in the market
- Utilise effective copywriting to create marketing collateral and communications to keep our audience up to date with all product developments and enhancements
- Communicating the vision of a company and the value of new products to the Revenue and Customer teams and helping them develop tools that facilitate the sales and upsell process

- Planning and participating in the launch of new and updated Orlo products and services with the wider Marketing strategy in mind
- Briefing the press, PR teams on new products and services to be launched in the market
- Presenting products to both internal teams and clients, discussing sales strategy and using market research to establish product pricing
- Developing product naming conventions and product micro copy, creating in-app notifications, maintaining demo accounts and crafting knowledge base articles that reflect the brand tone of voice

### **What would Orlo love from you?**

- 5+ years of product marketing experience with at least 2 years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis and market research)
- Comfortable using collaboration and CRM tools such as Slack and HubSpot.
- Familiar with marketing automation tools such as HubSpot and Google Analytics.
- Power user of networking tools such as LinkedIn, Twitter, Facebook and Instagram.
- Exceptional ROI-tracking skills, able to prove what is –or isn't–working
- Must be a strong public speaker, comfortable in front of large, senior groups.
- Excellent copywriting skills, with the ability to translate technical product information into clear, digestible copy.
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams and third parties. Team player!

### **Why will you love Orlo?**

First things first, you'll be joining a fun and inclusive team of grafters who genuinely do give a sh\*t about each other and their customers. We offer a flexible work environment, 25 days holiday, a competitive salary based on experience and the opportunity to earn an annual bonus.

Orlonians love to work hard and have fun along the way, and on top of that, we're a curious bunch - continuously learning and growing is important to us, so we offer training and development opportunities to all of our team.

Our recently revamped office is perfectly located right in the heart of Birmingham's bustling city centre, just a hop, skip and a jump from New Street Station. With a fun and inclusive environment, all the tea and coffee you can drink and great views of the city, it's a great place to work - but we do offer flexitime and remote working too.

**Think this role is for you? Email us at [careers@orlo.tech](mailto:careers@orlo.tech)**