

## **Product Marketing Executive**

**Location: Battersea, London**

£24,000-30,000 per annum dependent on experience plus performance-related bonus & BUPA/life/income protection cover.

**This is an exciting opportunity for an intellectually curious, highly articulate and commercially minded individual to contribute to marketing across all areas of product development and delivery.**

Liv-ex (The London International Vintners Exchange) operates the global marketplace for fine wine. We provide data, trading and settlement services to the majority of merchants in this field worldwide. Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. The culture of the company is hard working, committed yet informal, energetic and action oriented.

As award winners in 2016 and 2017, our products are already achieving industry acclaim. With increased investment planned by Liv-ex in the coming years, an exciting vacancy has arisen in our Marketing team for a Product Marketing Executive.

### **Summary Purpose**

The Product Marketing Executive will work closely with the senior management, marketing, product and data insights teams to articulate product related messaging that resonates with customers and other stakeholders. The role will include market research on new products, pricing and design and the subsequent messaging and market positioning around products. The individual will be the “voice of the customer” within the business, carefully researching customer needs and experiences in order to accurately articulate value propositions to external stakeholders.

If you are intellectually curious, commercially minded and articulate, if you have skills that would lend themselves to being an excellent Product Marketing Executive and have ambitions to be the pre-eminent expert on the fine wine market, then this is the opportunity for you.

## Role Responsibilities

- Work closely with management, product and data teams to research viability of new and existing products and messaging
- Through interviews, surveys and other data, gain insight into customer use of current products to identify and refine the value proposition
- Develop product messaging that clearly articulates the value proposition and other benefits to the customer
- Communicate the value of new products to the sales team and develop sales tools that facilitate the selling process
- Plan and take part in the launch of new products involving all relevant stakeholders in the business
- Brief the press and other members of the marketing team about new products and take part in presentations
- Create product content such as case studies, videos, website copy and blog posts
- Speak and present about products to both external and internal audiences

## Skills

- **Collaborative:** As a Product Marketing Executive you will have to work with teams across the business. This will often include the senior management, sales and marketing, product and data.
- **Communication:** Highly articulate in both written and spoken form. Ability to turn complex concepts into simple, meaningful communications that resonate with customers.
- **Research skills:** Ability to analyse data, surveys and customer interviews to identify benefits that resonate with the customer
- **Qualifications:** A good degree in either humanities or business/marketing - or relevant in-career qualifications.
- **Other:** Wordpress, email marketing skills and knowledge of the wine market would be an advantage

## **Knowledge, Skills and Experience**

### *Essential*

- A degree in Business, Marketing or a related discipline
- Good organisational skills and attention to detail
- Ability to work in a constantly evolving environment with minimal guidance
- Driven and hard-working with an informal work manner
- Excellent interpersonal and team working skills
- Analytical, creative, and innovative approach to solving problems
- A passion for overcoming complex challenges with simple solutions
- Be comfortable pushing back and challenging the status quo at all levels within the business
- Ability to handle multiple competing priorities
- Excellent communication skills, both written and verbal
- Self-motivated and able to use initiative

### *Desirable*

- Ideally two years relevant experience, but high performing graduates will be considered at associate level
- A keen interest and a fascination for the fine wine market with strong commercial flair

To apply, please send a copy of your CV plus a short expression of interest as well as current and expected remuneration package to our HR team at [Chloe.Pearson@strattonhr.co.uk](mailto:Chloe.Pearson@strattonhr.co.uk)