

POSITION: Product Marketing Manager (full time)

LOCATION: Paris office

DATE FOR ENTRY: IMMEDIATE

ABOUT HEAD AEROSPACE GROUP



We are an ambitious privately-owned company, specializing in commercial space – Remote sensing market. Established in 2007 as a fully independent company, the Group is headquartered in Beijing and founded HEAD Netherlands in 2016 and HEAD France in 2018. The Group expects to be listed in Q4-2021. We provide applications based on satellite imagery collected from more than 40 Earth observation satellites with a network of 75 distributors globally. We collaborate with our global partners to develop civilian and commercial applications based on satellite-based imagery for agriculture, maritime, infrastructure sectors.

ABOUT THE POSITION

The **Product Marketing Manager** will be attached to the French subsidiary where the company is piloting global commercial remote sensing activities. The job will be based in our Paris office. As a Product Marketing Manager, you will be responsible for all the marketing actions to promote our satellite imagery and products at a global scale. You will work closely with our commercial and technical team to define the best product marketing plan to boost our product sales.

Your main tasks include:

- Define and manage product campaign plan with budget estimation, roadmap & implementation plan.
- Work with the management team to develop the best possible value proposition of our products, responsible for defining and preparing marketing campaign materials
- Work with the global sales team to develop an integrated sales & marketing approach to drive high quality leads to achieve sales goals
- Identify the best marketing channels (e.g., industry workshop or social media) to implement the product marketing plan in order to achieve commercial target and strategic goals.
- Develop innovative product marketing materials such as user cases, product data sheets, video and web-based promotional materials.
- Work closely with the communication manager who is responsible for social media and company press release. Provide all necessary input to the communication manager on communication action.
- Manage conference and exhibition participation including organisation of booth, sponsorship, speaking slots.

YOUR PROFILE

- Minimum 5+ years working experience in product marketing domain
- At least 2 years of direct experience in space-related, geospatial or innovation industry
- Experience in market intelligence product or tech products marketing
- Native/bilingual in English in both written and verbal communication skills
- Ability to create high-quality infographics and presentations
- Ability to work independently under tight schedule and respect deadlines
- Personal skillset: drive for continuous learning, sense of responsibility, ability to work in a multicultural environment; team player; ability to commit and deliver results

CONTACT: Mrs. Kammy Brun, kammybrun@head-aerospace.fr