



## Job Description

# Product Marketing Manager

**Department:** Marketing

**Type:** Permanent

**Location:** Amsterdam or Remote

**Hours:** 36-40 per week

**Reports to:** Head of Marketing

**Salary:** Competitive + bonus and stock options

**Posted:** August 2020

## Our Core Values



Achieve anything with a healthy and happy team



Push boundaries through direct communication and diversity



Act responsibly and protect the data



Amaze through user-friendly and rewarding experiences



Maximize research impact

## About the role

At Castor, we are all committed to a world with faster, smarter, medical research. Our cloud-based eClinical products/solutions are revolutionizing data capture for academic and commercial researchers worldwide. You've found yourself a company with a true purpose.

Our Marketing team help promote our amazing products to our target audiences. And, as we move towards continued growth across the globe, we're on the lookout for a Product Marketing Manager to join the team.

In this role, you will be an ambassador of our products. You will be the bridge between our Marketing, Product, Sales, Customer Success, Design, and Engineering teams, and help communicate the value and impact we bring to medical research.

## What you'll be doing

- Develop and execute Castor's product marketing strategy
- Collaborate across the Marketing, Product, Sales, Customer Success, Design, and Engineering teams when developing the product marketing strategy, tactics, and content
- Develop and deliver value propositions - both to our customers and the sales and marketing teams
- Use data to evaluate the success of product marketing strategy and tactics, and leverage these insights to inform future activities
- Create and continuously iterate on compelling content and campaigns that resonate with target audiences
- In collaboration with the Content Marketing Manager, produce blog articles, white papers, product sheets, brochures, videos, infographics, and webinars
- Own sales enablement at Castor, including educating the sales team on new products

## What you'll bring

### You will definitely have:

- Clearly developed professional experience in product marketing at a B2B company
- Strong experience and knowledge in the clinical research industry, preferably with eClinical solutions
- Experience in sales enablement and education
- Experience using tailored product marketing content to generate and nurture sales leads
- Experience using quantitative and analytical skills to generate insights and inform strategy
- Strong proficiency in written and spoken English
- A passion for precision and details, with the ability to manage multiple priorities and tasks simultaneously
- Self awareness and flexibility to work in a dynamic startup environment

## Your main contact for this vacancy:



**Yulia Bondar**

**Tech & Product Recruiter**

[yulia.bondar@castoredc.com](mailto:yulia.bondar@castoredc.com)

+31 (0) 6 38 38 21 21