

Technical Marketing Manager

Pessac, France



Hello! 🙌 Are you curious, passionate and have a taste for challenges? Do you wish to develop your strategy skills in an innovative and multinational environment?

We are a technology startup specialized in cybersecurity - everything from mobile applications to connected devices. Our role is to provide our customers, developers and users of connected objects, the means of controlling cyber risk and ensuring their products are at the correct level of protection.

For that, we have assembled a great team of specialists, and you could be one of them!

Your day-to-day would be:

As part of our roadmap, you define the market strategy with penetration plans including target customers and partners to ensure effective go to market strategy. In doing so, you consolidate and periodically report a market analysis including market trends, new needs (features, products, solutions or services) and competition intelligence.

You watch what the competition is doing, attend webinars, read blog posts, social network articles and aggregate this information into a competition report.

You create product material (deck, product brief, guides), technical white papers and block posts, presentations, videos and demonstrations for our IC security solutions and services.

You participate in a customer meeting and assist the business developer to promote the services and products offering. In doing so, you deliver consistent messaging that highlights our differentiated value proposition in all sales collateral. You build and maintain a demonstration environment for our solutions including sales scripts, presentations, and demonstration scripts.

During efficient and crisp meetings with Product Managers, Developers and Experts, you look for ways to support ongoing definition of differentiated product value. You work closely with a cross-functional team to respond to customer or field inquiries and assist with Technical RFPs.

You are in charge of making eShard a recognised stakeholder of and by the IC security ecosystem. You are also responsible to engage and maintain relationships with stakeholders of the ecosystem (e.g. Certification scheme, governmental agencies...). For this, you identify and participate in events organised by the ecosystem : conventions, annual meetings, trade associations, and seminars.

You will mainly work in Pessac, France; it's important to have a place of work to meet and hang out. Our office culture is highly technical, our organisation fairly flat and our mindset flexible. Parts of your marketing activity may require interacting with customers and traveling all over the world.

You are perfect for us, if:

- > You have extensive customer and field experience.
- > You have extensive experience with security analysis techniques.
- > You are experienced with software development or scripting capabilities.
- > You are driven, with an entrepreneurial spirit and sense of urgency. You are described as being resourceful, proactive and aggressive.
- > You are highly organized, detail-oriented and possess a high level of integrity.
- > As a team player, you work well in collaborative situations and start-up environments.
- > You are a natural leader and have the ability to work with all teams in the company.
- > You have exceptional spoken and written communication to explain your approach in English to be able to support our English speaking customers.

Benefits:

- > Support by professionals in a cutting-edge and rapidly expanding sector of activity;
- > Dynamic working environment within a young and friendly team;
- > Flexible hours of work;

- > Space dedicated to talent development;
- > Health insurance with good medical and dental coverage;
- > Restaurant tickets supported up to 50%;
- > Annual events, snacks and drinks.

Interested? Contact us by sending your CV to career@eshard.com.