

Product Marketing Manager

Type: Ongoing full-time position

Department: Marketing, within the Waterman Support Office

Reports to: Mark Butler, Head of Marketing

Location/Flexibility: Waterman maintains a hybrid/flexible working arrangement for Support Office staff with a mix of days working together (usually at Waterman Narre Warren) and wherever you are most effective. As required by your role, there may be times you need to drive to a particular Waterman centre or even travel interstate.

About Waterman

Our vision is to impact the success of businesses in Australia by providing healthy environments for who they are and what they do to thrive. We are still very early in this journey, but we are on the way with 6 Waterman workspaces operating in Melbourne and several more in the pipeline for the coming years – now is the perfect time to get on-board.

As Waterman grows and expands to new areas, so will our team and so will you. You will be regularly challenged with new opportunities within an environment that supports you with regular honest feedback and encouragement. We are a team that values integrity, generosity, humility, and supporting one another.

Role Overview

The Product Marketing Manager role at Waterman is very significant in moving the whole business forward. You will be managing the marketing program of work and collaborating on the go-to-market strategy for either our Offices/Fixed product, or our Flexible Membership products. In doing so you will be both high-level and hands-on in both pre-leasing our new sites and growing revenue at existing sites.

Whilst sitting within our marketing team, you will be partnering closely with our sales team and site teams to generate leads and make sure our customers have a great experience from their first moment in a Waterman centre. With several new sites rolling out in the next few years and new regions to explore, this role is fast-paced and rewarding.

Key responsibilities

- Working with the Head of Marketing you will develop and continue to refine our marketing plans and strategy for your product line to ensure our lead generation and revenue growth objectives are met
- Provide insights and reports to the Sales and Marketing teams, Executive team and other stakeholders
- Manage the end-to-end execution of all marketing plans to agreed timelines, ensuring all resources you require are coordinated and on-track
- Ensure all campaigns (both online and offline) channels are optimised to be most effective for achieving the revenue targets we have for your product line

- Manage the Waterman Referral Partner program for your product set to be best-in-class and maintain a steady stream of referrals from commercial agents, online referrers and emerging flexible workspace aggregators
- Engage with our customers, site teams and communications team to gather insights and stories that will make our content strategy more effective
- Plan and support the delivery of local area marketing activities
- Help maintain our brand integrity and support our efforts to grow brand awareness and clarity in all the markets we engage with
- Work collaboratively with the sales and operations teams to ensure our products are adding value and are easy to sell to prospective customers
- Assist our site and operations teams with setting up new Waterman sites to ensure your products are displayed and promoted properly to new and existing customers
- At times you may be asked to support marketing and sales events that are not within your own portfolio (some of which may be outside of normal hours) to ensure the whole team succeeds
- Maintain budget integrity and transparency to ensure costs are managed and marketing value can be clearly demonstrated

Core skills and attributes required

- A marketing degree or similar qualification is preferred
- At least 2-3 years of experience working in a product marketing role or similar
- A working knowledge and proven experience of both digital marketing principles and tactics as well as offline and streamed mass media channels
- An innate ability to be organised and structured, even with multiple projects and responsibilities on the go at once
- A proactive person who will ask and learn quickly and is willing to get stuck in
- Excellent time management to know your limits and update others where tasks or projects are at
- Solid written and verbal communication with other team members, suppliers, customers and stakeholders
- A high degree of integrity to handle customer information and in dealing with suppliers
- Experience working with budgets and carefully managing expenditure
- A confident phone manner and negotiating skills will be a big advantage
- Waterman uses the Microsoft ecosystem of Outlook, Teams, SharePoint, OneNote, Word etc, these can be learned but prior experience will help you
- A sense of fun, positivity and joy in every task and interaction

What does success look like

- Upholding the Waterman team vision and representing our values in everything you do

- Existing Waterman sites maintaining high levels of occupancy and revenue growth
- Growth in local and regional brand awareness
- You will receive feedback from your team members and manager that will reflect your performance
- Ultimately, generating sales leads and revenue growth are the measure of the marketing department and every team member is part of this effort

If you're interested in having a discussion about this role to find out more, please call Mark Butler on 8782 3777. No recruiters, thank you.