

Product Marketing Manager

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Company: Frontiers Media S.A.

Location: Ireland

Category: other-general

Who we are

At Frontiers we are on a mission to make all science open, enabling the research community to develop the solutions we need to live healthy lives on a healthy planet.

Frontiers is the 3rd most-cited and 6th largest research publisher. Powered by custom-built technology, artificial intelligence, and rigorous quality standards, our research articles have been viewed more than 2.1 billion times, reflecting the power of research that is open for all.

Join the publishing revolution.

Follow the links below to learn more about our work.

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What we can offer you

We provide a range of benefits across our locations, including but not limited to:

We are a remote-first organization and most of our roles are work-from-home

4 additional wellbeing days in addition to existing annual leave allowance

Access to learning platforms and dedicated learning & development time

A range of wellbeing initiatives, including free online yoga classes, an employee assistance

plan, access to the Headspace app

Frontons can dedicate three days each year to volunteer through our volunteering partner platform, Alaya

The role:

We are looking for a Product Marketing Manager to join a newly established team within Frontiers.

This new unit is set to revolutionize scientific data management and collaboration. We are working on a platform that is designed to address the challenges researchers, funders, and academic institutions face in data sharing and utilization by leveraging state-of-the-art technology. As we move towards official launch of our product, we seek a Product Marketing Manager who possesses not only a comprehensive understanding of the academic and scientific landscapes but also expertise in the latest AI technologies for marketing automation, audience segmentation, and analytics. Your role will be pivotal in developing a go-to-market strategy that effectively communicates our platform's unique value proposition. If you're a strategic thinker passionate about science and technology, with expertise in the latest AI marketing technologies, we can offer you a unique opportunity to make a real difference.

What you will do:

Develop and implement a comprehensive marketing plan that aligns with the team's mission, targeting scientists, research funders, and academic institutions.

Utilize the latest AI technologies to enhance marketing automation, audience segmentation, and analytics, ensuring high engagement and conversion rates.

Conduct in-depth market research to grasp the scientific community's needs, challenges, and motivations, tailoring our messaging for maximum resonance.

Create targeted marketing campaigns that showcase how our new product can support research collaboration, data sharing, and the principles of open science.

Collaborate closely with the product development team to ensure marketing strategies and product capabilities are in sync, providing a consistent message across all touchpoints.

Design digital marketing strategies that encompass content marketing, SEO, social media,

and email campaigns to build awareness and foster user engagement.

Establish and maintain relationships with influencers, academic institutions, and thought leaders within the scientific community to build advocacy for the product.

Analyze marketing performance meticulously, leveraging insights to refine and enhance strategies for growth and acquisition continually.

Lead the creation of sales enablement materials and training resources, empowering stakeholders to promote and support the product effectively.

Skills

Proven track record in product marketing, preferably within the tech or scientific research sectors.

Deep familiarity with the academic landscape and the interplay between scientists, funders, and academic institutions.

Demonstrated expertise in employing the latest AI technologies for marketing automation, audience segmentation, and analytics.

Exceptional ability to develop compelling marketing messages and campaigns that connect with scientific audiences.

Strong analytical skills, capable of conducting thorough market research and performance analysis.

Creative storytelling and content creation skills, with the ability to engage a diverse audience.

Outstanding communication and collaboration skills, suited for a fast-paced, startup environment.

Experience with various digital marketing tools and platforms, including those for analytics, CRM, and automation.

A strong passion for science, open research, and leveraging technology to advance scientific discovery.

Apply with your resume and a cover letter highlighting your experience and motivation for joining Frontiers.

Apply now

Please click the 'apply' button on this page and submit your application in English.

Please inform us if you require any special accommodations to participate fully in our recruitment experience. You can contact us at for any additional support.

Equal opportunity statement

Frontiers actively embraces diversity and is a safe and welcoming workplace.

Recruitment is free from discrimination – including based on race, national or ethnic origin, age, religion, disability, sex, gender identity or sexual orientation. With employees from more than 50 different nations, our diversity creates vibrant teams and constantly challenges us to appreciate multiple perspectives.

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