Product Marketing Manager (m/f/d)

Location: Arlington, Virginia, Alpharetta, Georgia, or Erlangen, Germany

About Fluence

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery and integration in over 160 countries. Fluence works closely with customers throughout their journey and provides advisory, financing, and project lifecycle services.

Job Description

Can you build a voice for a product or feature and create great content that builds excitement across a very targeted customer base? Are you able to work crossfunctionally, understand technical details, think strategically, and leverage your creative side? Do you want to be part of one of the largest transformations in history? If so, keep reading!

As a Product Marketing Manager, you will be responsible for our product positioning, messaging, and overall product content strategy and creation. You will need to understand the technical product, how to identify the core elements of differentiation, and create material that tells a great story for our global customers.

This is a new role in the organization and you will report to the VP of Strategic Marketing and Communications and be a member of that team. While you will not have any direct reports when you start, you will be managing some external contractors and have the ability to take on more responsibility within a rapidly growing company. You should be able to work independently, but you will find that collaboration across a number of other groups in the organization such as product lifecycle management, technology, market development, sales, and services is key to achieving your goals.

Key Responsibilities

Product Positioning & Messaging (25%):
- Work closely with Fluence's Product Lifecycle Management, Technology, and Marketing teams to develop product and system level positioning, naming, and messaging that differentiates Fluence's products and features from others in the market and creates a great story that resonates with our core customers.

- Undertake continuous analysis of the competitive landscape; build competitive product intelligence capabilities.
- Use data and insights gained from customer feedback and analytics to support product positioning and messaging.

Content Creation (50%):
- Create in-depth content such as spec sheets, website copy, sales collateral (brochure, powerpoint, etc), blog posts, storyboards for product animations and videos, and other material needed to explain complex product, services, and safety concepts. Work closely with and provide creative direction to graphic designers and other design professionals.
- Support the content needs for an array of regional marketing campaigns and customer experience initiatives.

Training & Internal Alignment (15%)
- Communicate the value of the new products to the sales team and channels through product education and training.
- Support and provide feedback into the product roadmap process that is owned by the Product Lifecycle Management team.

Product Launch (10%):
- Oversee new product and feature launches on a global scale and work with regional marketing leads to develop campaigns to support this.

Required Qualifications

The ideal candidate will be self-motivated, always looking for ways to improve the company, a strong team player who works well across the organization and takes great pride in the quality and precision of his/her work.

- Mission driven with a strong desire to transform the way we power our world through the deployment of new technology.
- Ability to discover the core essence of a product and why it matters. You are able to understand technical details and use your creativity to bring the ideas to life.
- Proven ability to craft compelling stories and create interesting graphics across different channels and mediums. You can develop and execute an effective content strategy – both the strategy and the creative development.
- Comfort using data and analytics to develop insights about our product and customers.
- Demonstrated track record of accomplishments in the field of energy or technology product marketing.
- Ability to prioritize well, adopt to changing priorities, manage several projects concurrently, communicate clearly, work cross-functionally, and interface with all levels of the organization dispersed across the world.

- Growth mindset and a desire to learn continuously, work hard, be detail oriented, analyze, and experiment. Self-motivated and dependable.
- High level of digital literacy across software platforms and the ability to learn new digital tools. Proficient in MS Office Suite, and familiarity with Sharepoint, Salesforce, Hubspot, Adobe Creative Cloud, or similar.
- Profeciency in a second language (Spanish, German, Portuguese, French, or other) a plus.
- Bachelor's degree with emphasis in marketing, business, engineering, or related field. MBA, engineering, or similar master's degree a plus.

This is how you get in contact with us - simply and directly

fluenceenergy.com

Please send us your complete application documents including language skills, education certificates, work references and cover letter at **careersgermany@fluenceenergy.com**.

Only complete application documents can be considered.

Fluence Energy **IS AN EQUAL OPPORTUNITY EMPLOYER** and fully subscribes to the principles of Equal Employment Opportunity, to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, marital or familial status.

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