



We're looking for our first product marketer in region to join our growing APAC team. We've earned the #4 spot on Glassdoor's 2019 Best Places to Work, #8 on Forbes 2020 Cloud 100 and are continuing our expansion into the global market. Are you up for the challenge?

In this role, you will be responsible to **create and manage go-to-market strategies, develop target market insights and product messaging, drive market positioning** for ProcCore's platform.

You will collaborate closely with colleagues in Marketing, Product, Sales, and Customer Success within our Sydney office and US-based global headquarters in California.

You will be an **experienced professional who thinks strategically** but enjoys being **deep in hands on execution** to produce impactful content, develop sales tools, support strategic initiatives relating to the brand and lead customer research initiatives to help evolve our platform offering.

This position will report to our Marketing Director, APAC and be based in our Sydney office. We're looking for someone to join us immediately.

#### **What you'll do:**

1. **Be the ANZ team's go-to subject matter expert** for all things product marketing. Build deep understanding of ProcCore's Construction Management platform to help create simple but effective sales and marketing tools and campaigns that resonate with ProcCore's customers
2. **Ideate, project manage and launch GTM programs** including identifying key market opportunities, product value propositions, product positioning, content creation and launch execution
3. **Research target audiences** and develop offerings, product messaging and content that engages and converts them - including the development of persona-based messaging
4. **Analyse and draw insights** from marketing and product KPIs to help determine impact of positioning in order to optimize and improve it
5. **Assess and build complete understanding of the competitive landscape** to develop programs and positioning leading to competitive advantage for ProcCore
6. **Support sales efforts by developing go-to-market toolkits** with compelling narratives and excellent storytelling and other sales enablement tools (product playbook incl positioning & messaging kits), sales enablement collateral (i.e. buyer persona profiles, customer insights, competitive battle cards, product fact sheets) and marketing tools (i.e. trials, special offers)
7. **Lead cross functional sales and customer success teams** to create solution-based training content, assets and client testimonials across all stages of the buyer and sales lifecycle
8. **Partner with global product teams to localise product content** to meet ANZ market needs and develop product messaging and content offers
9. **Collaborate with Sales, Campaign Managers** and other Marketing colleagues, including Creative, to produce assets that support demand generation and pipeline conversion
10. **Represent ProcCore** and at times speak at industry events to help expand the company's presence in ANZ markets

## What we're looking for:

- 7+ years of solid B2B product marketing experience. SaaS domain expertise is a big plus
- An enviable track record of successfully leading go-to-market programs in a fast-paced, high growth environment
- Excellent written and verbal communication skills and ability to sell ideas well through creative & innovative presentations
- Highly analytical with ability to leverage data to understanding key customer problems and translate insights into targeted marketing plans
- A customer-centric strategic mindset with a can-do attitude and an eagerness to be hands on
- Self-driven and able to motivate stakeholders and get buy-in to marketing initiatives
- Attention to detail, combined with proven copy writing experience
- Exceptional project management skills, both with internal and external stakeholders
- A quick learner to gain rapid understanding of the construction software industry
- Adapt and react quickly to constantly changing market dynamics
- A team player with a sense of humour!

## About Us

Procore Technologies is building the software that builds the world. We provide cloud-based construction management software that helps clients more efficiently build skyscrapers, hospitals, housing complexes, and more. Our headquarters is on the Pacific Ocean in Carpinteria, California with growing offices worldwide. Check us out on Glassdoor to see what others are saying about working at Procore.

We are an equal opportunity employer and welcome builders of all backgrounds. We thrive in a diverse, dynamic and inclusive environment. We do not tolerate discrimination against employees on the basis of age, color, disability, gender, gender identity or expression, marital status, national origin, political affiliation, race, religion, sexual orientation, veteran status, or any other classification protected by law.

## Perks & Benefits

You are a person with dreams, goals, and ambitions—both personally and professionally. That's why we believe in providing benefits that not only match our Procore values (Openness, Optimism, and Ownership) but enhance the lives of our team members. Here are just a few of our benefit offerings: generous paid vacation, employee enrichment and development programs, and friends and family events

**Applications:** [info@brainmates.com.au](mailto:info@brainmates.com.au)

