

THE COMPANY

SMARTech management provides technical, engineering, and business support services to companies held by Vista Holdings and Bifrost Og Draupne AS. Both these companies are owned by a technology entrepreneur and represent a range of breakthrough technology businesses run out of the UK. These include Fluenta, Augvald, Nuheart and Barentzymes. As such, we work in a diverse range of business areas, with the principal business activity concerning Fluenta.

FLUENTA

Founded in 1985 Fluenta is a global leader in flare gas measurement using ultrasonic technology. The company serves the LNG, chemicals, petrochemicals and oil & gas markets. Fluenta originates from Norway and manufactures products out of a facility in Gdansk in Poland, with regional offices in Texas, Malaysia, the UK, and Dubai, as well as numerous distributors and agents across the globe.

For further information on the business, please visit www.fluenta.com.

AUGVALD

Augvald is a 5 -year-old pre-revenue company involved in the design, development and sale of ultrasonic sensing systems, which can be used across multiple sectors but, notably, in the environmental sector for smart meters and smart farms, as well as ultrasonic particle sensing systems, again, primarily for environmental use.

SMARTECH MANAGEMENT

SMARTech Management is the R&D arm of both Fluenta and Augvald, which is based in Cambridgeshire. The business has a relatively new and growing R&D team which, alongside their relationship with Stamford University in California and NMBU University in Norway, is allowing Fluenta and Augvald to develop and launch new, highly competitive products, as well as speed up the commercialisation of some new innovative ultrasonic sensing products across a range of markets.

1. JOB TITLE

Product Marketing Manager

2. ROLE

This role reports to the Chief Marketing Officer and shall work closely with them to develop the company's product portfolio.

This role requires a close working relationship with Sales and R&D to maximise the performance of the company's marketing services as well as guide product development. The role involves a degree of national and international travel to events, expos, and conferences as well as to see customers, partners, and 3rd party vendors.

3. REQUIREMENTS

The successful candidate will have the following experience, ideally gained in a B2B, technical (engineering-lead) company:

- 3-5 years of product marketing experience
- Be a graduate in marketing or business, or other relevant degree
- Have excellent communication skills – a high standard of spoken and written English is essential
- Work well cross-culturally with teams in different regions of the world
- Have experience with CRM systems, ideally Salesforce

Any academic marketing experience is a plus, such as CIM qualifications.

4. RANGE OF DUTIES

The role will cover the following duties for Fluenta and Group Companies:

- Coordination the preparation of marketing specification for products to meet with market demands, company strategies and build brand awareness
- Participate in new product development to ensure evolving customer needs are met
- Manage product messaging and positioning as part of new product development

Product Marketing Manager job description
(Group Companies)

- Participate in new product introduction to ensure synchronization between ongoing sales requirements, engineering developments and that pre-launch and launch marketing collateral is prepared and distributed in an efficient and effective fashion
- Management of current model products, ensuring that branding, naming, and marketing collateral are all maintained to a world class level.
- Ensure that new product launches are done in a controlled and coordinated manner, and that projects requiring new products are tracked and managed.
- Work with sales to understand market dynamics and set pricing for Fluenta products
- Work with sales to help select, manage, and train a network of agents, EPCs and other third parties, for the sale and supply of products
- Management, execution, and delivery of market research as required to uncover unmet customer needs and understand the market to guide product development and positioning and messaging strategies.
- Depending on the requirement and internal capacity, this may involve the selection of and coordination with 3rd party companies
- Other duties as assigned from time to time

This hands-on role provides the opportunity to be a pivotal member of this global team and to develop your career in marketing and play a key role in the development and growth of the company. The company is very people focused and works with all employees to develop their skills by offering training development programs as required.