

Thunes.

<https://fintechnews.sg/job/head-of-product-marketing/>

Head of Product Marketing

Description

As the Head of Product Marketing in Thunes, you will be responsible for developing and executing product marketing strategies to drive awareness, adoption, and loyalty for our cross-border financial services. This role requires a strategic thinker with a deep understanding of the financial services industry, a passion for technology, and a proven track record of successful product marketing leadership. You will listen to the market, you will be sure that we build a viable and valuable product and you will be responsible for taking the product back to marketplace with the right positioning.

Responsibilities

- Develop and implement the overall product marketing strategy aligned with the company's business objectives.
- Collaborate with cross-functional teams to ensure marketing initiatives are integrated into the broader business plan.
- Lead the development of go-to-market plans for new products and features, ensuring successful launches and adoption in target markets.
- Own ideal customer profiles.
- Conduct market research to identify customer needs, market trends, and competitive landscape.
- Oversee the creation of high-quality marketing collateral, including product documentation, case studies, whitepapers, and web content.
- Work with sales and product teams to bundle and tailor our product and service offerings to meet the specific needs of each customer profile.
- Develop messaging and collaterals that drives up-sell and cross-sell opportunities for our products.

Qualifications

- Master's degree in marketing, business administration, or a related field; MBA is a plus.
- Proven experience in product marketing leadership within the financial services or fintech industry.
- Strong understanding of cross-border financial services and global market dynamics.
- Exceptional strategic thinking, problem-solving, and project management skills.
- Excellent presentation, communication, and interpersonal skills.

Hiring organization

Thunes

Thunes is a global, fast-growing, and innovative Fintech scale-up that uses technology to disrupt and transform the existing financial system.

They have a strong Mission: to create a better global payments network, and a great Purpose: to connect the world to economic opportunities and address systemic inequality when it comes to financial services.

They are proud to power payments for the world's fastest-growing businesses and work with some of the amazing global brands – from Gig Economy giants such as Uber and Deliveroo and Southeast Asia's super-app Grab, to global Fintech leaders such as PayPal and Remitly.

Their Products help to drastically simplify the Payment integration experience for our customers: with a single, simple connection, businesses and consumers can send payments to – and get paid in – every corner of the world. Instantly.

Thunes is headquartered in Singapore with regional offices in London, Barcelona, Paris, Beijing, Shanghai, Miami, Dubai, Nairobi, Manila and Hong Kong!

Employment Type

Full-time, Hybrid

Industry

Financial Services

Job Location

Singapore, Singapore

Date posted

January 31, 2024

APPLY