

# Head of Product Marketing

**Division:** Moorepay Ltd - SMB Division of Zellis UK Limited  
**Location:** Swinton, Greater Manchester  
**Reports To:** Marketing Director

## About the Job

Ready to head up Moorepay's product marketing team? Want to put your spin on our positioning, messaging, and product direction? We need a customer-obsessed product marketer to manage our team – owning customer insights, nailing messaging, and paving the way for a customer-focused product.

If you love the idea of working in a fast-paced, data-driven role, then we want to hear from you! You'll manage the product marketing engine from head to toe in a comprehensive 360 role. From sales enablement and competitive intel to GTM and customer insights, this role touches every area of the function.

You'll be working closely with our tight-knit marketing team, including acquisition gurus, our marketing operations heads, and the brand team. You'll collaborate with every area of the department to drive lead generation and accurately demonstrate product value through every channel. You'll report to our Marketing Director, Dan, who comes from a product marketing background himself!

With new investors, an ambitious growth plan, and a product that keeps reaching new heights, this is an exciting time to join the Moorepay family. Build a career, drive change, and supercharge our product with an autonomous and rewarding product marketing role.

## What you'll own:

### Insights

- Obtain market information, defining and prioritizing the insights needed to achieve business and marketing goals.
- Develop insights about Moorepay, its products, and its customers that impact business decisions.
- Own our ICP profile, qualitative updates, and customer/prospect research.
- Lead customer forums, advocacy, and advisory boards.

### Customer-Focused

- Lead and create an organization-wide customer orientation and infrastructure for customer relationship building.
- Promote a strong customer focus and influence strategy formulation and corporate investment decisions.
- Lead the desired customer experience to drive loyalty, retention rates, and customer advocacy.
- Own customer satisfaction improvements and strategy.

## Product Marketing Strategy

- Lead market positioning, segmentation, and product messaging.
- Lead all go-to-market strategies, new market propositions, and commercial direction.
- Lead product marketing customer/prospect/market insights to drive product strategy.

## What You Might Have, But Isn't Required:

- Educated to degree level or equivalent qualification.
- 7+ years of commercial B2B/SaaS marketing experience.
- Proven experience in GTM, positioning, and messaging.
- Demonstrable previous experience in the HR & Payroll space preferred.
- Experience working alongside target-driven sales teams.
- Excellent copywriting skills with the ability to produce accurate, persuasive, and value-based content.
- Excellent internal and external communication skills.
- Ability to work under pressure and to tight deadlines.
- Ability to work as part of a team and/or independently.
- Demonstrated eligibility to be employed within the UK/EU and possess a UK bank account in your own name.

## About Us

Moorepay is a team of over 500 friendly professionals across four offices in Manchester, Sheffield, Farnborough, and Kochi (India). We're passionate about making Moorepay a fantastic place to work for every single one of our colleagues. The average length of service at Moorepay is 12 years, which speaks for itself!

To help make Moorepay such a great place to work, we focus on three things in our company culture: mental health support, maintaining a healthy work/life balance, and equal opportunities and inclusion for all.

Here's what you'll gain if you join our team:

- A career packed with opportunity, in a stable and growing company.
- A flexible benefits package where you can choose your own tax-free benefits. From insurance and the Cycle to Work Scheme to travel benefits and holiday trading, there's something for everyone.
- A comprehensive programme of learning and development.
- Generous pension contributions.
- A competitive base salary, often with performance-related bonuses and car allowances.

## Salary Package

- Competitive base salary.
- 25 days annual leave, plus your birthday off!
- Private medical insurance.
- Life assurance 4x salary.
- Enhanced pension.
- Range of additional flexible benefits