



Product Marketing Manager

Do you want to be a driving force behind the company that is **innovating the way we handle digital identity**, in Belgium and throughout Europe? Would you like to be part of a **talented team** that is determined to make a **positive impact** on society? Then keep on reading, you'll probably like what you'll see.

We are itsme®, one of Europe's fastest growing tech scale-ups, counting 50 team members and growing. Our mission: providing a state-of-the-art digital identity solution to all people, enabling them to move their interactions to the digital space. Now, only five years after being founded, **6.7 million citizens use the itsme® app**, to **identify** themselves, **confirm** transactions and **sign** documents online. Started in Belgium, we have recently launched the itsme® app in **The Netherlands** and soon we'll be active in **Luxembourg**.

We're looking for a Product Marketing Manager for our **Data Sharing solution**, which enables citizens and organisations to share personal data in a safe way (e.g. your driver's licence data, registration number of your business, ...) with companies, government institutions, and other organisations.

You'll get a **unique opportunity to drive the development of an emerging BeNeLux market with a ton of potential**, following the success of our identification solution that has already known a widespread acceptance throughout Belgium.

What your job looks like

- You gain an **in-depth view on the market** and the trends in that market, by doing research but of course also by connecting to lots of potential customers. You also analyse our **competition** in the data sharing market.
- Building on these analyses you develop **sales and marketing strategies**, as well as ways to systematically test the real-life effectiveness of these strategies.
- As such, you identify, target and develop new business opportunities in the B2B market, setting yourself clear objectives, in cooperation with the Chief Product Officer.
- Of course you build and maintain **strong relationships** with key prospects, clients and partners.
- You **collaborate** with other teams within the company to make top-notch proposals and, after you've closed the deal, to ensure successful project delivery.
- As you will have access to the freshest feedback from the market, you'll give **valuable input to our product managers** regarding potential new technical developments.
- You **report directly to the Chief Product Officer**, and of course you'll work in close collaboration with the **sales, marketing and product teams**.
- Championing our audiences, both existing and potential - owning our view of the total addressable market for your products with a deep understanding of their needs
- Landing our messaging - building and continually evolving our product positioning, value proposition and messaging frameworks
- Driving results - launching products and features with maximum impact and driving sustained adoption and engagement over time
- Determining and measuring success metrics for launch, growth, and ongoing adoption. Reporting this data back to the team. Every decision you make is backed up with research or data.
- Working collaboratively - partnering with research, design, data, engineering, and the wider product discipline to help inform and guide product and feature development

Who we are looking for

- You get a kick out of **convincing others and negotiating** contracts.
- Building rapport and **long-term trusted relationships** with stakeholders at all levels is one of your strengths.
- You are all about **delivering results** and doing what it takes to get there. You can work **hands-on and independently**.
- Of course, you are fluent in **English**. Good knowledge of Dutch or French is a plus.
- You are experienced in product marketing for consumer products (SaaS products is a bonus but not necessary) or a strong brand management background
- You have launched new products into market
- You are happy with a combination of getting your hands dirty and taking ownership of your area
- Excited to work at a fast-paced, award-winning, quickly growing company
- You take a customer first approach to everything you do



- You are comfortable with numbers and metrics and can make tough decisions in complex situations with the data to back you up
- You understand how consumer facing products are built and are comfortable working with a technical team
- You can quickly build trust and manage disagreement

What we offer

- Being welcomed by an **informal, enthusiastic and ambitious team** that is **revolutionizing how we safely manage our digital identity**, in Belgium & beyond.
- The chance to **develop and grow**, while having **immediate business impact**
- Offices within walking distance of **Brussels Central Station**, the possibility to work **remotely 3 days a week**.
- Of course, a contract of indefinite duration, with an **attractive compensation package**.
- An environment where we care a lot about our **core values**:
 - **Integrity**: being fair, honest & transparent so that we can be trusted.
 - **Inclusiveness**: being an open environment in which all team members' opinions are considered.
 - **Innovation**: building future-proof solutions by finding new ideas and methods to solve problems.

Now it's your turn!

If you have what it takes, send your CV and motivation letter to career@itsme-ID.com.