

Job Title:	Product Marketing Manager	Reporting to:	CMO
Department/Group:	Marketing	Field:	Digital Health
Location:	TLV	Position Type:	Marketing
		Version:	V1

Job Description

About Datos

Datos Health is a fast-growing digital health company that developed the next generation SaaS platform for remote care automation. Our target market is USA based health organization. We believe that both the patients and the clinicians deserve a cutting-edge digital experience that will results better care at scale while ensuring the efficiencies of the clinical process.

About the role and You

We are set to boost our marketing team to support our continued growth. As the Product Marketing Manager, you will have the opportunity to help define and build an exciting new category of remote care automation. You will report to the CMO but will work closely with a range of cross-functional teams—product managers, sales, customer success —to develop a go-to-market strategy and drive product-related launches and programs. You will have to maintain a deep understanding of our product, our partners, our customers, and our competitors, and actively transform your insights and ideas into a compelling story as a foundation for sales tools and outbound campaigns to drive customer demand and sales. You will lead the growth and adoption of our innovative remote care automation offerings, ensuring messaging, content, and campaign strategies are centered around customer buying needs.

What you will do

- Translate complex, technical content into simple meaningful messages
- Communicate value propositions through various channels including web pages, emails, case studies, in-app messages and more
- Create compelling content to support sales throughout the sales cycle with positioning, messaging, training, and product collateral
- Orchestrate launch execution cross-functionally with Sales, Product, Marketing and Customer Success teams
- Lead and manage product localization project working closely with product management and development, localization technology and external language specialists
- Be the voice of Datos: support Marketing by assuring accurate product representation in marketing activities
- Develop key value propositions into engaging, simple, business-outcome aligned messaging that captures ‘the Why’
- Work closely with PMs to understand upcoming features, plan and execute world-class product GTM and launch strategies
- Collaborate with our global marketing team on integrated marketing programs to drive market awareness and generate sales growth

You'll be great for this role if:

- You have 3-5 years' experience with product marketing or sales enablement, preferably in a B2B SaaS environment or targeting SMB/mid-market (and obviously in context creation)
- Are a native English speaker with excellent verbal and written communication skills - A must!
- Have an excellent track record of creating high-quality marketing collateral, across multiple channels
- Know how to distill complex concepts into clear, concise language and business values
- Have experience in crafting positioning, and messaging and launching new and existing products into the market
- Have exceptional planning, organization and project management skills
- Are self-driven yet coupled with the ability to take direction and drive results with direct and cross-functional teams
- Are motivated to work in a fast-paced start-up environment with changing and evolving responsibilities

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