



## Job Description: Product Marketing Manager

### About SEEDS

SEEDS (Sustainable Environment and Ecological Development Society) is a not-for-profit organisation that enables every individual with practical solutions towards disaster lifecycle management and sustainable environment. It builds self-reliant, resilient, and sustainable communities across boundaries using innovation and engaging at grassroots. Since 1994, the organization has worked extensively on every major disaster in the Indian subcontinent - grafting innovative technology on to traditional wisdom. It has reached out to families affected by disasters and climate stresses; strengthened and rebuilt schools and homes; and has invariably put its faith in skill-building, planning and communications to foster long-term resilience.

SEEDS is also India's first agency to be certified for the global core humanitarian standards – an international certification system for quality and accountability in humanitarian response and is recognized for its 30 years of service in disaster and environment by United Nations Sasakawa Award in 2022 and Government of India Subhash Chandra Bose Aapda Prabandhan Award in 2021. SEEDS completed nearly three-decade-long service to humanity rebuilding more than 62,000 homes, 650 schools and healthcare facilities, school safety programmes for more than a quarter million children, disaster management plans for 500+ communities, emergency assistance to more than 830,000 people. It has positively impacted the lives of more than six million people by re-anchoring its approach to building resilience through innovation. It continues to empower the most vulnerable across Asia to build a better future.

For more information, visit [www.seedsindia.org](http://www.seedsindia.org)

### Position

We are seeking an experienced Product marketing manager for developing and executing marketing strategies to increase product awareness and adoption. She/he would be working with emerging products and driving GTM strategies, presenting our products in ways that will strengthen the awareness, outreach, and recall. They will work closely with internal teams, external partners, and stakeholders to ensure that products meet user needs, are of high quality, and are delivered on time, within scope, and within budget. The role reports to the Product Vertical Leader.

### Responsibilities

- Responsible for product go-to-market marketing (customer, digital, social, PR) in co-ordination with research, communication, product teams.
- Understand the products of the organization and develop product marketing strategies.
- Create product/service positioning and messaging that resonates with various customer personas, both donors and buyers, by converting technical details into benefits for the user
- Travel to grassroot locations to learn the modern methodologies and understand grassroot needs towards resilient disaster and environment management, to sharpen the value proposition.
- Communicate value propositions across the marketing funnel through high quality content such as landing pages, product campaigns, blogs, eBooks, case studies, use case briefs etc.
- Enable commercial excellence, business development and sales teams with sales toolkit, competitive review guides, market intelligence, and product demos.

- Collaborate across marketing and product management teams to provide product content for website, online marketing events, and plan new product/service launches.
- Orchestrate talks for new and potential initiatives and represent Seeds Technical Services 'resilient solutions' using technology in individual capacity as well as an ally for Founders in key partners and donors' meetings, interactions, and external forums (regional and global)
- Work with various teams (design, content, acquisition, product, sales) to implement strategies.
- Test marketing product features, releases, and ad copy
- Evaluate projects using relevant KPIs and feedback from existing and prospective customers.

### **Qualifications**

- Postgraduate in Marketing, Mass Communications, or similar field, with two years of experience/ Undergraduate in Marketing, Mass Communications, or similar field with five years of experience in product marketing at a digital marketing company, advertisement, media & entertainment (OTT), SaaS company.
- Proven experience as a Product Marketing Manager, Brand Manager, or similar role
- Storytelling and articulation skills and experience creating product/service pitches and narratives across buyer personas and purchase lifecycle.
- Ability to build up product/service positioning and messaging by translating complex features and attributes to something more consumable.
- Content creation skills, including e-Books, blogs, solution briefs, whitepapers, case studies, infographics, competitive reviews, and sales toolkits. Background in design and copywriting is a plus.
- Ability to collaborate across teams and manage execution of product marketing tasks including new product/service launches, and releases of existing products.
- Passionate about building great products & solving consumer and business problems.
- Usability and customer-focused design experience
- Strong knowledge of web analytics tools (Google Analytics, WebTrends)
- Familiarity with c (e.g., integrated marketing campaigns)

### **We Value**

- Ability to collaborate with teams in a multi-cultural, multi-disciplinary environment.
- Ability to work in partnerships.
- Strong analytical and persuasion/negotiation skills, with the ability to influence, negotiate, motivate, advocate, and resolve conflict.
- Ability to succeed in often interrupt-driven, ambiguous, and highly flexible environments.
- Ability to work and deliver independently as well as part of a team.
- Ability to understand the implications and assess the appropriate degree of acceptable risk and take actions to minimize risk.

### **Location**

New Delhi

**Travel**

Willing to travel up to 20% of the time, sometimes in emergency situations.

**Term**

2 years; possibility to extend.

**Joining Date**

TBD: Applications will be assessed on a rolling basis. Please note that only shortlisted candidates will be contacted.

**Pay Scale**

35,000- 50,000 INR per month

**How to Apply**

Please send the following to [joinus@seedsindia.org](mailto:joinus@seedsindia.org) with the subject "Application: Product Marketing Manager":

1. Resume
2. Cover letter highlighting your interest, experience, and availability.
3. Mention current and expected CTC.

At our organization, we believe that diversity and inclusiveness are key to creating a dynamic and innovative workplace. While we welcome applications from those with the required academic qualifications, we also encourage individuals with significant interest in this area of work to apply. We value experience and knowledge gained through non-traditional academic paths and believe that everyone should have equal opportunities to succeed.

We also encourage applicants from all genders, ethnicities, and backgrounds to apply, as we believe that diversity in our team brings a wealth of perspectives and ideas that contribute to the success of our projects. Additionally, we celebrate linguistic diversity and welcome applicants who speak multiple languages.

Join our team and be a part of an inclusive and dynamic work environment that is committed to making a positive impact in the world.

For more information about the organisation, visit us at [www.seedsindia.org](http://www.seedsindia.org)