

Product Marketing Specialist - Remote -

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Company: Akamai

Location: Spain

Category: other-general

Do you enjoy staying on top of the corporate landscape shaping business and technology buying decisions?

Do you want an opportunity to support the GTM at a leading technology organization?

Join our Product Marketing team

Our team focuses on understanding market trends and the corporate landscape to improve Akamai's go-to-market strategy. Executives, sales, marketing, and product leaders rely on us to provide them with insight. Insight into how competitors position, message, package, and sell their solution and recommendations to overcome those challenges.

Partner with the best

You'll be the technical resource for the Sales and Product Marketing organization, and the intelligence service for senior management. Collaborating closely with existing team of analysts as well as Product and Sales. Analyze and educate sales on how to best position our solutions. You'll also craft rapid responses for industry or competitor market events and create sales assets that help set our GTM strategy apart.

As a Product Marketing Specialist, you will be responsible for:

Assessing and documenting Akamai's market position relative to our key competitors using our existing methodologies.

Engaging in roadmap and GTM planning sessions for product roadmaps and help guide customer product experience.

Building training material for field teams (eg battlecards) on product and technical capabilities for product releases.

Mining corporate differentiation from competitors, interviewing experts, and turning your knowledge into insights for the company.

Do what you love

To be successful in this role you will:

Have relevant experience and an educational study in Product Marketing and/or a Technical field or its equivalent.

Have experience working in the Security market, specifically Application or Infrastructure security.

Have excellent verbal and written communications with ability to translate technical features into training, documentation, and presentations.

Be capable of optimizing development and documentation processes.

Have experience working in a matrix environment with excellent communication and collaboration skills to build trusting relationships.

Be action oriented, capable of multi-tasking well, and able to thrive in a dynamic team environment.

Work in a way that works for you

FlexBase, Akamai's Global Flexible Working Program, is based on the principles that are helping us create the best workplace in the world. When our colleagues said that flexible working was important to them, we listened. We also know flexible working is important to many of the incredible people considering joining Akamai. FlexBase, gives 95% of employees the choice to work from their home, their office, or both (in the country advertised). This permanent workplace flexibility program is consistent and fair globally, to help us find incredible talent, virtually anywhere. We are happy to discuss working options for this role and encourage you to speak with your recruiter in more detail when you apply.

what makes Akamai a great place to work

Connect with us on social and see what life at Akamai is like!

We power and protect life online, by solving the toughest challenges, together.

At Akamai, we're curious, innovative, collaborative and tenacious. We celebrate diversity of thought and we hold an unwavering belief that we can make a meaningful difference. Our teams use their global perspectives to put customers at the forefront of everything they do, so if you are people-centric, you'll thrive here.

Working for you

At Akamai, we will provide you with opportunities to grow, flourish, and achieve great things. Our benefit options are designed to meet your individual needs for today and in the future. We provide benefits surrounding all aspects of your life:

Your health

Your finances

Your family

Your time at work

Your time pursuing other endeavors

Our benefit plan options are designed to meet your individual needs and budget, both today and in the future.

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