

Senior Product Marketing Manager

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Company: Clarivate

Location: Jerusalem

Category: other-general

EX LIBRIS– Who are we?

Ex Libris, Part of Clarivate, is a global EdTech (Education Technology) industry, leader. We serve some of the most prestigious academic institutions and research Universities around the world, with a total of over 7,500 customers in 90 countries.

Our SaaS solutions help universities transform academic libraries, maximize the impact of research activities, enhance teaching and learning, and drive student engagement and success. For more information about Ex Libris, see our website, and join us on Facebook, YouTube, LinkedIn, and Twitter.

We are looking for a Senior Product Marketing Manager to join our team in Jerusalem, Israel. This is an amazing opportunity to work with the Global Marketing team. The team consists of 7 team members and is reporting to the Director, Product Marketing. We have a great skill set in Marketing and we would love to speak with you if you have the skills!

About You – experience, education, skills, and accomplishments

Bachelor's degree or higher in marketing, communications, business, or another related field

At least 5 years of related experience in product marketing or digital content editing, or an equivalent combination of education and experience.

Proven track record developing high-quality marketing collaterals for enterprise software products.

Excellent oral and written communication

Ability to communicate and collaborate across teams in a global, matrix structure, and experience working with cross-functional teams for the successful implementation of integrated marketing plans.

Ability to learn new technologies.

English as a mother tongue or a very high level of English

What will you be doing in this role?

As a **Senior Marketing Manager** at Ex Libris, you'll be responsible for creating effective marketing programs, developing collaterals to promote Ex Libris products, and writing engaging content to raise brand awareness and generate leads.

You will work closely with regional marketing teams to help with campaign execution and with the product teams to increase the adoption and satisfaction of existing customers.

Ultimately, you should be able to oversee marketing content initiatives to ensure customer engagement, brand consistency, and a positive customer experience.

A typical day might include the following-

Convert product value proposition to Sales Enablement

Define our solutions messaging.

Produce high-quality content, including blog posts, web pages, white papers, videos, brochures, presentations, and infographics.

Collaborate and engage with customers to create customer stories and facilitate webinars and conference sessions.

Work with the Product team to understand what the latest product updates are and how they should be promoted.

Hours of Work / More important information for you:

Our base is in the Jerusalem, Israel office, working in a hybrid model.

This is a full-time position.

Why Ex Libris?

At Ex Libris, we value our employees and are striving to create the perfect balance between work and home life. Join us to be part of a family-like environment; enjoy our unique culture and benefits. Be part of a thriving, productive community helping change the future of

higher education with the state-of-the-art technology from Ex Libris.

At Ex Libris, we work hard and have fun doing it!

At Clarivate, we are committed to providing equal employment opportunities for all persons with respect to hiring, compensation, promotion, training, and other terms, conditions, and privileges of employment. We comply with applicable laws and regulations governing non-discrimination in all locations.

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