

Job Title:	Product Marketing Manager	Reports to:	Chief Marketing Officer
Unit:	Chief Marketing Officer	Department:	LOOP DFS
Grade:	Band 5	Date:	

Job Purpose Statement

The Product Marketing Manager at LOOP DFS is responsible for driving the adoption and success of our financial apps for consumers and merchants by developing and executing data-driven marketing strategies. This role bridges product innovation and market demand, ensuring seamless go-to-market execution, compelling value propositions, and exceptional customer engagement. By leveraging market intelligence, customer insights, and digital marketing expertise, the Product Marketing Manager plays a pivotal role in achieving business growth, enhancing user experience, and positioning LOOP DFS as a leader in the fintech industry.

Key Accountabilities (Duties and Responsibilities)

Perspective	% Weighting (to add up to 100%)	Output
Financial	40	<ul style="list-style-type: none"> Drive product adoption and user acquisition to achieve revenue and profitability targets for consumer and merchant financial apps. Optimize marketing budgets by prioritizing high-impact campaigns and activities. Measure return on investment (ROI) for marketing initiatives and align with the company's financial goals.

		<ul style="list-style-type: none"> Identify opportunities for upselling and cross-selling within the product portfolio to maximize revenue potential.
Internal business processes	25	<ul style="list-style-type: none"> Develop and implement efficient go-to-market (GTM) strategies that ensure seamless product launches and marketing execution. Collaborate with product, sales, and development teams to align marketing efforts with business objectives and timelines. Lead the creation of sales enablement tools, such as presentations, case studies, and training materials, to empower the sales team. Establish analytics and performance measurement frameworks to monitor campaign performance and continuously improve processes. Build and maintain clear workflows for campaign management and stakeholder collaboration.
Customer	25	<ul style="list-style-type: none"> Conduct market intelligence and customer insights research to understand customer needs, pain points, and behaviors. Develop tailored Customer Value Propositions (CVPs) that effectively address customer needs and differentiate LOOP DFS in the market. Build a customer-centric mindset across marketing initiatives by using data to refine product offerings and personalize communication strategies. Enhance customer experience through strategic messaging and positioning, ensuring products are

		<p>marketed in a way that resonates with target audiences.</p> <ul style="list-style-type: none"> • Gather and analyze customer feedback to inform product enhancements and marketing improvements.
Learning and Growth	10	<ul style="list-style-type: none"> • Demonstrate a commitment to self-development and developing others, building long-term staff capability and competency in and beyond own team; • Stay updated on fintech trends, industry standards, and emerging technologies to innovate marketing approaches. • Foster a culture of agility and innovation by experimenting with new tools, platforms, and marketing strategies. • Provide mentorship and training to team members to develop their skills in product marketing, digital marketing, and customer engagement. • Continuously improve personal and team knowledge of analytics tools, market research methods, and strategic communication practices. • Attend industry events, workshops, and webinars to remain at the forefront of fintech marketing.

Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	<ul style="list-style-type: none"> • N/A

Reporting Relationships: jobs that report to this position directly and indirectly

Indirect
Reports

- N/A

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.**Internal**

- Commercial Team
- Experience Team
- Product Teams
- The Executive Office

External

- Business Partners
- Creative and Digital Agencies
- Media, PR and Brand agencies
- Opinion shapers

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make *(Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.*

- Managerial driving activities across various teams internally as well as ensuring design and rollout of CVPs to customers
- Operational driving best practice and monitoring of effectiveness for marketing initiatives
- Strategic through designing GTM plans and driving rollout of the same

Work cycle and impact: time horizon and nature of impact (Planning)

(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1 month – 3 months, 3-6 months, 6-12 months, above 1 year)

- Long term – 3- to 12 month planning
- Monthly planning with Weekly Performance tracking

Ideal Job Specifications**Education and Experience**

- Bachelor's degree in Marketing, Business, or related field (MBA is a plus).

Ideal Job Specifications

- 5+ years of experience in product marketing, preferably within the fintech or tech industry.

Skills and Competencies

- Strong understanding of the fintech landscape, particularly in consumer and merchant financial solutions.
- Proven track record of developing successful GTM strategies and campaigns.
- Expertise in market intelligence and customer insights to inform product and marketing strategies.
- Demonstrated success in CVP design, strategic messaging, and positioning.
- Proficiency in digital marketing tools and techniques.
- Analytical mindset with experience using data for decision-making and reporting on performance.
- Exceptional communication and storytelling skills.
- Customer-first approach with a deep understanding of user needs.
- Agile and innovative in managing multiple stakeholders and working in a cross-functional team environment.

Ideal Job competencies

Technical Competencies	
Customer Growth and Retention	<ul style="list-style-type: none"> • Ability to manage cross-functional processes for the development of customer value propositions and how they are positioned to grow and retain customers. • Ability to leverage data analytics capability into understanding customer behaviour and using the outcomes to inform customer growth and retention initiatives and product enhancements. • Fluent in the full spectrum of Customer Value Management (CVM) systems. • Ability to use imagination and new ideas to solutions. Can formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems. • Ability to define appropriate measurements for growth and retention plans and use data analytics to inform effectiveness.
Product Knowledge	<ul style="list-style-type: none"> • Expert-level knowledge of product(s): (a) in-depth understanding of global product offering, design, application, positioning within segments, pricing, revenue potential: (b) integration to existing product offering: (c) relationship to complementary, related and competing products, etc.
Financial Acumen	<ul style="list-style-type: none"> • Understands financial concepts and terms, can use them to describe events and can incorporate the same in problem solving and decision making.
Networking Skills	<ul style="list-style-type: none"> • Ability to build strategic networks whilst maintaining confidentiality, tactfully using them to learn and find inspiration to enrich current and future initiatives.

Behavioural Competencies	
Emotional Intelligence	<ul style="list-style-type: none"> • Knows own strengths and limits; aware of own emotions and the effect they have on others and has the self-control to keep disruptive emotions and impulses in check.

Behavioural Competencies	
Social and Cross-cultural Awareness	<ul style="list-style-type: none"> • Interacts with people (colleagues, customers, stakeholders and the public at large) in different social and cultural environments, showing respect and positive regard for them in an ethical and appropriate that are consistently with the values of the organization.
Agile	<ul style="list-style-type: none"> • Able to change plans, methods, opinions or goals in light of new information, with the readiness to act on opportunities. Highly effective in adapting to differing environments. • Implements incentives and metrics to support such agility.
Self-Development	<ul style="list-style-type: none"> • Have a strategic approach to personal and professional development actively seeking feedback from others to which they will respond by establishing self-development goals.