

Product Marketing Manager

Job Description

Reporting to Head of Marketing

February 2026

01 About

Jaama has spent over 20 years simplifying and humanising fleet management. Our Key2 fleet management software helps ambitious businesses improve safety, efficiency, and compliance, backed by real people who care. Built on trust, clarity, and expertise, we support those who keep vehicles, businesses, and communities moving.

02 How You'll Impact

We're looking for a Product Marketing Manager to establish and lead product marketing for our B2B software platform.

The primary focus of the role is to translate our product and service portfolio into meaningful value propositions, defining vertical fit and developing content and collateral that supports pipeline generation and brand awareness.

03 Key Deliverables

Product & Market Storytelling

- Bring our products to life for internal teams and external customers through compelling positioning, messaging, and value propositions
- Translate product vision and roadmap into clear, differentiated narratives for the market
- Own value proposition development across platforms and features

Product Launches & Release Marketing

- Lead go-to-market planning, coordination, and promotion for new product releases and features
- Drive release marketing for ongoing Key2 updates while preparing for the transition to our next gen product
- Partner with Product, Sales, and Marketing to ensure aligned and effective launches

Sales Enablement

- Create and maintain high-impact sales enablement assets (pitch decks, one-pagers, battlecards, release briefs, demos)
- Enable sales teams on new releases, features, and positioning to improve confidence and effectiveness in the field

Market, Customer & Competitive Intelligence

- Monitor competitors, market trends, and industry shifts to inform positioning and strategy
- Conduct competitor product marketing analysis and maintain competitive insights
- Act as the voice of the customer and sales team, feeding insights into product roadmap discussions

Process & Program Ownership

- Define, build, and own product marketing processes, frameworks, and KPIs
- Support Customer Advisory Board (CAB) and advocacy programs
- Refresh and maintain website product content to reflect current offerings and value
- Build a scalable product marketing framework, including core assets, processes, value proposition models and success metrics
- Successfully plan and execute:
 - The launch of new modules
 - Key2 release marketing
 - Early buzz and positioning for our next gen product
- Deliver consistent, high-quality sales collateral that is actively used by the sales team
- Establish a repeatable release coordination and promotion process

04

The first 12 months

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What You'll Bring to the Role

- Experience in product marketing for B2B software (SaaS preferred)
- Proven success owning product launches and sales enablement
- Strong storytelling skills with the ability to simplify complex products
- Analytical mindset with experience translating market and customer insights into action
- Comfort building programs, processes, and frameworks from scratch
- Strong cross-functional collaboration skills and executive communication ability