



hello@edgezero.co
Level 18, 1 Nicholson St
East Melbourne, VIC 3002, Australia

Job Title: Product Marketing Manager
Location: Melbourne, Victoria [Hybrid]
Reports to: VP of Marketing
Contact: jessie@edgezero.co

About Edge Zero:

Edge Zero provides proprietary low-voltage grid monitoring hardware and cloud-based grid management solutions to enhance grid resiliency and de-risk operations through the energy transition. The company serves utilities in North America, the UK, Brazil and Southeast Asia, as well as distribution system operators in Australia, where over 7 million end customers are represented. Edge Zero technology offers real-time visibility of power flows, faults and safety hazards across the low-voltage electricity network. Its proprietary EdgeConnected™ software equips utilities with the data analytics needed to manage distribution network assets and control customer solar, battery and EV charging assets in real time, within the physical constraints of the grid.

Position Overview:

Edge Zero is seeking a highly skilled Product Marketing Manager with at least five years of industrial energy management experience to join our team. This individual will be responsible for developing and executing product marketing strategies that drive the adoption and success of Edge Zero's solutions in the electric utility and industrial spaces. As a pivotal member of the marketing team, you will collaborate closely with product development, sales and regulatory affairs to ensure our offerings align with market needs and standards. The position will lead sales enablement, with an emphasis on supporting our channel partners in the industrial energy management space.

The Product Marketing Manager will work directly with the Vice President of Marketing to align product marketing efforts with the company's brand, solution narratives, and business objectives. A hybrid role out of Edge Zero's Melbourne office, this role will require daily engagement with product leadership and both hardware and software product teams to ensure alignment on roadmap, company objectives and product-market fit. The position will also engage daily with members of the sales team to support the global marketing effort, with a focus on the Australia Pacific (APAC) region.

This position requires a deep understanding of the energy sector and industrial energy management, exceptional communication skills, and the ability to translate complex technical concepts into compelling market messages.

Key Responsibilities:

- **Market Research and Analysis:** Conduct comprehensive global market research to identify trends, customer needs and competitive landscape. Analyze data to inform personas, product positioning, go-to-market strategies and sales enablement training.
- **Product Positioning and Messaging:** Develop clear and compelling product positioning and messaging that differentiates Edge Zero's solutions in the marketplace. Ensure tailored, yet consistent, messaging across all marketing channels.
- **Go-to-Market Strategy:** Plan and execute go-to-market strategies for product launches and feature updates. Coordinate with cross-functional teams to ensure successful implementation and adoption.
- **Sales Enablement:** Create sales enablement tools, including product brochures, presentations, and training materials. Train sales members on Edge Zero go-to-market and messaging strategy. Collaborate with the sales team to ensure they have the necessary resources to effectively sell Edge Zero's products in a variety of markets.
- **Channel Sales:** Develop and manage relationships with channel partners and distributors to expand the reach of Edge Zero's products. Create and implement channel marketing strategies, provide partners with necessary sales tools and training, and collaborate to drive joint marketing initiatives and achieve sales targets. Monitor channel performance, identify growth opportunities and ensure alignment with overall business objectives.
- **Voice of Customer:** Collect and analyze customer feedback through surveys, interviews, and other channels to understand customer needs and preferences. Utilize these insights to guide product development, refine marketing strategies, and enhance the overall customer experience. Serve as a main point of contact for customers in Australia and the Asia Pacific region.
- **Content Development:** Produce high-quality marketing content, such as whitepapers, case studies, blog posts and webinars, to educate and engage target audiences. Ensure content aligns with overall marketing and business objectives.
- **Stakeholder Collaboration:** Work closely with product development, regulatory affairs and other internal teams to ensure product features meet market demands and regulatory requirements. Work with external partners to drive co-marketing campaigns. Support pricing conversations and onboarding, analysis and optimization efforts both internally and across channels. Facilitate effective communication and collaboration across departments.

Required Qualifications:

- **Education:** Bachelor's degree in Marketing, Business, Communications, or a related field. An advanced degree or relevant product marketing certifications are a plus.

- **Experience:** At least 5 years of experience in product marketing, preferably within the industrial energy management, energy or electric utility industries. Proven track record of developing and executing successful product marketing strategies globally.
 - **Knowledge:** In-depth understanding of the energy sector, including market dynamics, customer needs, and competitive landscape. Familiarity with marketing frameworks and methodologies and the necessary nuances for success across diverse global markets.
 - **Skills:**
 - Excellent written and verbal communication
 - Strong analytical and problem-solving abilities
 - Strategic thinking and planning
 - Creative mindset for developing innovative marketing campaigns
 - Proficiency in marketing tools and platforms (e.g., CRM, marketing automation, analytics)
 - Ability to manage multiple projects and prioritize tasks effectively
 - Collaborative approach to working with cross-functional teams
 - Attention to detail and commitment to quality
 - Ability to interpret complex technical information and translate it into clear, marketable messaging
 - **Additional Qualifications:**
 - Proactive, self-motivated, and able to work independently as well as part of a team
 - High attention to detail and ability to manage multiple tasks and deadlines
 - Ability to synthesize technical information and translate it into clear, concise language for non-technical audiences
 - Adaptability and flexibility to respond to changing market conditions and evolving industry standards
 - Experience in leading projects or initiatives, fostering a collaborative environment, and driving collective success
 - **Preferred Qualifications:**
 - Master's degree in Marketing, Business Administration, or a related discipline
 - Product Marketing Certification from an accredited program (CPMM, PMMC or similar)
 - Prior experience working in the energy industry with a focus on product marketing and market strategy
 - Established relationships with industry partners, media, or marketing professionals
 - **Workplace Requirements:**
 - Hybrid position
 - Office located adjacent to the Central Business District in East Melbourne
 - Requires up to 20% travel
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Benefits:

- Competitive salary commensurate with experience
 - Annual Bonus
 - Superannuation in line with Australian standards
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Edge Zero is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.