

An international ConTech company specialising in collective housing and connected access control solutions is building a marketing team around a central hub in London. They are seeking a **French-speaking Product Marketing Manager (PMM)** to structure and drive their European go-to-market engine. This role focuses on refining value propositions, developing scalable go-to-market frameworks, and ensuring consistent, high-quality execution across markets. Positioned at the intersection of product, marketing, and local teams, the PMM will translate strategy into clear, actionable tools, while continuously enhancing them through structured market feedback.

ROLE of the Product Marketing Manager (PMM):

- Defining and maintaining clear value propositions aligned with market needs
- Building a consistent European messaging framework
- Structuring the European go-to-market model
- Defining or adapting segmentation, customer journeys and funnel logic
- Ensuring consistency and scalability across markets
- Creating and managing launch frameworks (playbooks, readiness checklists, activation guidelines)
- Developing central marketing kits with room for local adaptation
- Delivering core assets: messaging, sales enablement, campaigns and training
- Acting as the bridge between product teams and local markets
- Structuring and integrating market feedback into product and GTM evolution
- Ensuring alignment between product capabilities and market expectations
- Monitoring competitors across European markets
- Building clear competitive positioning and actionable insights
- Defining and tracking key European performance indicators
- Contributing to dashboards and reporting
- Coordinating between the London hub and European markets
- Working closely with the Netherlands as a blueprint market to scale best practices
- Balancing central consistency with strong local execution

PROFILE:

- Fluent or min intermediate in French, fluent in English with strong communication skills in both languages
- 5 years' experience as a Product Marketing Manager in Product Marketing, Go-to-Market or similar roles
- Strong **B2B background**, ideally in tech, SaaS, PropTech, ConTech or access control
- **Experience working across multiple markets or regions**
- Proven experience building and scaling go-to-market frameworks
- Strong strategic and analytical mindset
- Comfortable in lean organisations with high ownership
- Can simplify complex topics into clear, usable frameworks
- Thinks in systems rather than one-off initiatives
- Knows how to structure what works and scale it
- Collaborates effectively across teams without relying on hierarchy

SALARY & BENEFITS:

- Up to £55k basic + performance-based bonus
- Travel allowance, Health benefits package, Hybrid working model (2-3 WFH)

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