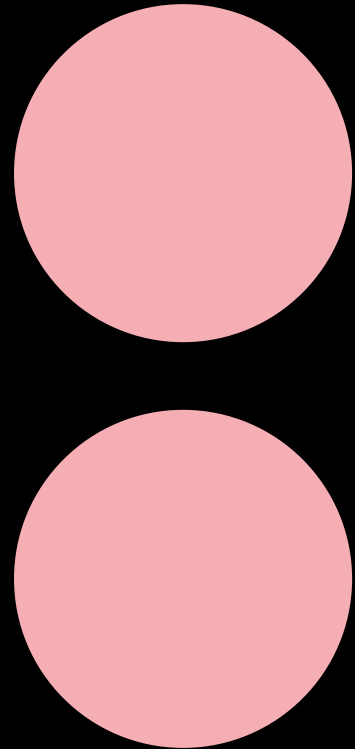


February 2026

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**Savanta**

**Role Specification:  
Product Marketing  
Manager | 12 Month  
Fixed Term Contract**



Classified: Private

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**Location:** Hybrid (Either London, UK or East Coast, US)

**Business Area:** Marketing

**Reports to:** Chief Marketing Officer

## About the Role:

*Product Marketing Manager | Marketing | London or NY (East Coast)*

Step into a senior product marketing leadership role on a 12-month basis, covering maternity leave. You will inherit and drive forward an established product marketing strategy, ensuring momentum is maintained across go-to-market activity, sales enablement, content direction, and brand governance while the permanent postholder is on leave.

### **Product Marketing Strategy & Go-to-Market:**

- Own and execute product marketing strategy for Savanta's research products and solutions, maintaining and evolving positioning, messaging, and go-to-market plans already in flight.
- Lead go-to-market planning for new products, features, and research offerings — coordinating across research, commercial, and marketing teams to ensure launches land with clarity and impact.
- Conduct ongoing competitive analysis and market research to sharpen Savanta's differentiation and identify opportunities to strengthen positioning.
- Develop and maintain core product marketing assets: positioning frameworks, battle cards, solution briefs, one-pagers, and case studies that equip commercial teams to sell effectively.
- Define product marketing KPIs and track performance across launches and campaigns, using data to iterate and improve over time.
- Partner with Demand Generation leads to develop integrated campaigns that build awareness, drive interest, and generate leads for Savanta's products and solutions — from concept and messaging through to execution and measurement.
- Ensure Savanta's product offerings are actively represented across key visibility opportunities including industry events, speaking engagements, webinars, and partnerships — working with relevant teams to identify opportunities and develop compelling product narratives for each format.

### **Sales Enablement & Commercial Partnership:**

- Partner with commercial teams to translate product positioning into compelling sales narratives, pitch materials, and client-facing collateral.
- Develop and maintain a suite of sales enablement tools that help the team communicate Savanta's value clearly at every stage of the sales cycle.
- Act as the connective tissue between product, research, and commercial — ensuring that market and client insight flows back into product development and marketing strategy.
- Build strong relationships with senior commercial stakeholders, becoming a trusted advisor on messaging, audience strategy, and market positioning.

### **Content Strategy & Editorial Influence:**

- Set and maintain the strategic direction for Savanta's content programme, ensuring the editorial calendar, campaigns, and flagship initiatives remain aligned to product positioning and audience priorities.
- Define and steward the content pillars and messaging frameworks the content team executes against, providing clear direction without owning day-to-day delivery.
- Collaborate with Demand & Acquisition, Lifecycle & Sales Enablement, and PR & Comms leads to ensure product messaging is effectively adapted across paid, owned, and earned channels.

**Cross-functional Collaboration:**

- Work closely with research, product, and commercial teams to ensure product marketing, content, and brand strategies are informed by real audience and market intelligence.
- Uphold brand governance and ensure consistency across global markets and product lines.
- Support marketing operations including publishing, social, and knowledge centre management where needed.

**People & Team:**

- Work with Chief Marketing Officer to build and develop a high performing team, fostering a culture of continuous innovation, and held accountable for delivering the marketing strategy within regions & sectors.
- Ensure team is empowered, and held accountable for delivering the Marketing strategy, and able to manage all levels of talent within the Marketing team.
- Create progression plans and stretching objectives for junior staff, ensuring they deliver against them, managing performance where required and taking corrective action (e.g. Performance Improvement Plans).
- Support the delivery of our recruitment strategy, including interviewing prospective members of the team.
- Build relationships with key internal stakeholders, become a trusted advisor to colleagues with ability to influence senior as well as junior team members.
- Mentor team members and support their career development across a broad skill set.
- Participate in recruitment and interviews for junior roles.
- Embody company values and meet performance expectations.

**Personal Development / Profile at Savanta:**

- Build a visible profile across the team and wider business.
- Promote global best practices, innovation, and collaborative ways of working.
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Actively own personal development goals and work closely with managers to achieve them.

**About You:**

You're a commercially sharp product marketer who can hit the ground running in an established role, quickly building context and credibility with stakeholders.

You're confident inheriting a strategy and making it your own — maintaining momentum while bringing your own expertise to bear. You lead with audience insight, set clear direction for content and brand without needing to own every execution detail, and know how to align senior stakeholders around a differentiated market position.

A tech-first mindset is essential as we pivot from a traditional market research business into a cutting-edge technology-first insights company.