
UTM Product Marketeer

About SkeyDrone

SkeyDrone, a wholly owned subsidiary of [skeyes](#), the Belgian Air Navigation Service Provider, is developing and offering software based services to operators of unmanned aircraft (drones). The company's ambition is to become one of Europe's U-space service providers by 2022. Besides UTM (UAS Traffic Management) services, SkeyDrone is also active in the domain of data analytics and drone protection services.

About this Job

SkeyDrone is looking for a skilled product marketeer with experience in defining and implementing marketing strategies for software-based products and services in emerging markets.

Being member of SkeyDrone's sales & marketing team, you will be responsible for hands-on defining and implementing the marketing strategy of the UTM (UAS Traffic Management) products and services of SkeyDrone.

What does a Product Marketeer at SkeyDrone do?

- Define a marketing strategy and related marketing instruments for SkeyDrone's UTM products & services.
- Conduct market studies and research competitors' UTM offerings.
- Obtain insights into customers' usage of SkeyDrone's UTM products & services, untapped opportunities and buyer personas, through interviews, surveys, focus groups and sales data.
- Provide customer and market feedback to SkeyDrone's UTM product management and engineering teams, allowing to define and implement a UTM product roadmap.
- Plan and coordinate the launch of new UTM products & services.
- Use market research data to establish a product pricing strategy.
- Coordinate the development and maintain the product website.
- Coordinate the design and development of product promotion materials and distribute them through online and offline channels.
- Create and distribute digital content such as case studies, product videos, newsletters, articles on websites and social media.
- Present SkeyDrone's UTM products to both external and internal audiences (during events, fairs,...).
- Define, implement and monitor the impact of marketing campaigns (based on pre-defined metrics).
- Monitor the product website and social media pages and ensure the timely intervention of SkeyDrone.
- Network with industry specialists and potential customers to increase brand awareness.

Candidate profile

- Digital enthusiast with a Bachelor's or Master's degree in commercial sciences, marketing, or relevant domains.
- Proven work experience as a product marketer or a similar position.
- Practical experience with tools for web content management and graphical design.
- Skills in MS Office.
- Knowledge of SEO and Google Analytics.
- Experience in setting up marketing campaigns.
- Excellent oral and written communication skills (NL, FR, ENG).
- Good presentation skills.
- Preferably a solid interest in aviation, drones and revolutionary emerging technologies.

We offer you...

- A contract of indefinite term with attractive salary conditions & benefits.
- A dynamic working environment.
- Opportunities to learn and grow.
- Possibilities to work remotely with flexible hours.

How to apply?

Candidates must send their application (including as a minimum the following elements: full name, gender, date of birth, email address, mobile phone number and CV) to the following e-mail address: info@skeydrone.aero.

Please note that by submitting your application, you accept SkeyDrone's **privacy notice** which can be consulted [here](#).