



Are you looking for more creative freedom, more personal fulfillment and even more team spirit? **Then SNP is the right place for you!**

The **SNP Group** isn't just another SAP software and consulting firm. Our unrivaled platform streamlines transformation processes in ways that others can only dream of. As pioneers in data transformation, we revolutionize the way companies future-proof their system landscapes with our software platform SNP Kyano and the BLUEFIELD™ approach.

No matter your role, **Starting at SNP** offers you the opportunity to work with the best minds in the industry and develop unparalleled solutions trusted by some of the world's largest companies. Leveraging our expertise to empower our customers to achieve their goals is what drives us as a team at SNP.

Help us shape the digital future of organizations across the world by applying now as a

## **(Senior) Product Marketing Specialist (f/m/d)**

You can work remotely or at our location(s) in Heidelberg, Hamburg, Berlin, Thale, Magdeburg or Munich

### **Your Mission: Join our team!**

- Own the Product Launch Process: Plan and coordinate launches for specific products/features in close collaboration with Product Managers and cross-functional teams
- Define Product Messaging & Positioning: Create compelling narratives, competitive positioning, and packaging strategies
- Enable Sales & Partners: Develop tools and training to support sales and partner teams, aligned with launch goals
- Champion Market Insights: Collect and synthesize customer feedback from internal teams and research to guide product strategy

### **What we are looking for: Your profile**

- You have at least 5 years experience in product Marketing in the software environment, ideally related to SAP
- You bring a proven track record of successful product launches (sometimes multiple at the same time) and working with diverse stakeholders
- Strong analytics and data-drive decision making skills Excellent communication and negotiation skills to interact with different stakeholders internally and externally
- High degree of empathy for others' perspectives and circumstances and ability to drive cross-functional commitment

- Run Win/Loss Program: Own a structured win/loss analysis for your product line to uncover buying behavior and competitive dynamics
- Track & Optimize Performance: Monitor KPIs, evaluate launch impact, and refine strategies based on results
- Ensure Internal Alignment: Act as the internal ambassador for your products, keeping teams informed on updates, taxonomy, and GTM plans
- Strong written and verbal communication skills in English, ideally also in German
- Willingness to travel

### Be More @SNP: Discover your full potential

**New prospects:** At SNP, you will work in an international, diverse environment where you feel truly valued. You will not only shape our growth and success, but also that of our customers.

**Strong alone, unbeatable together:** Together, we will rise to every challenge, no matter how demanding. Together, we are unstoppable.

**Personal growth:** As a dedicated team member, you can quickly take on more responsibility. We will support you with tailored development measures.

**Flexible work:** We define your preferred working hours and place of work together with you.

**More than just a salary:** We offer a range of additional benefits: Supplementary company health insurance, company pension scheme, capital-forming payments, sabbatical, job bike, Deutschlandticket and other mobility solutions, childcare subsidy for non-school-age children, gym subsidy, employee shopping discounts and much more.

Apply Now

### Contact

Friederike Rauter | Recruiting Specialist | [+49 6221-6425-163](tel:+4962216425163) | [karriere@snpgroup.com](mailto:karriere@snpgroup.com)



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