

Product Manager Marketing Automation

Ready to define marketing automation at LINK Mobility?

We're looking for a strategic and hands-on **Product Manager** to drive the development of our **marketing automation solutions** that enhance customer engagement, efficiency, and business growth. This is a unique opportunity to build and define the marketing automation function from the ground up, influencing key business decisions and strategies.

You will be expected to **define the vision**, establish best practices, and influence senior leadership on leveraging automation for long-term success. Working closely with global teams, you will align **technical capabilities with business objectives**, ensuring that LINK's solutions deliver measurable business value.

If you thrive in a dynamic, international setting and want to lead the future of marketing automation, we want to hear from you!

Location: We are open to considering applicants from all countries where LINK Mobility operates in, and close to office locations.

YOUR IMPACT

- **Lead the strategy:** Define the roadmap and drive innovation in marketing automation.
- **Develop & execute:** Work with engineering, design, and data teams to create seamless integrations and user-friendly automation features.
- **Optimize performance:** Use data-driven insights to improve workflows, enhance targeting, and ensure compliance.
- **Collaborate globally:** Align with sales, marketing, and customer success to ensure adoption and success.
- **Be the voice of the customer:** Understand needs, identify opportunities, and shape solutions that drive impact.

WHAT YOU BRING

- **5+ years** in product management, ideally in **Marketing Automation, SaaS, or customer engagement platforms**.
- Strong knowledge of **automation tools, CRM systems, and API-driven solutions**.
- Experience working in a **global environment with cross-functional teams**.
- Ability to balance **high-level strategy with hands-on execution**.
- Passion for **data-driven decision-making, innovation, and customer experience**.

WHAT WE OFFER

**All benefits are subject to local terms and regulations and may be changed during the employment.*

- A dynamic, international work environment
- Growth opportunities supporting personal and professional development
- Hybrid work plan with home office/distant working
- Annual bonus eligibility based on achieved targets
- Eligibility to enroll in LINK's employee share purchase program, which provides a 20% discount on company stock purchased by permanent employees

This is a new and important role for us, and for the right person, this is a role with a lot of opportunities and the possibility to shape it according to your skills and background. We don't expect you to meet every requirement - but if you have a relevant background and believe this is a role where you can bring value, we'd love to hear from you!

LINK Mobility is publicly listed on the Oslo Stock Exchange with offices in 18 countries throughout Europe. We continue to experience strong organic growth and recurring revenue as businesses move more activities onto mobile platforms. In 2023, LINK Mobility had a total turnover of 6.3 billion NOK.

Every employee is an important member of LINK Mobility. We do not tolerate discrimination of any kind – whether active or passive – based on ethnicity, national origin, religion, disability, gender, sexual orientation, marital or parental status, union membership, political views, age, or any other characteristic that results in compromising the principle of equality. LINK regards diversity as a lever for innovation and profitability.