

Dstny – Product Marketing Manager, Digital Enablement

This role owns messaging, positioning and go-to-market execution for Dstny Digital Enablement (DDE), the provisioning and enablement layer that enables Service Providers to bring the full Dstny Group portfolio to market in a fraction of the usual time. The Product Marketing Manager translates technical enablement capabilities into clear commercial propositions for Service Providers, partners and Dstny's sales teams, ensuring DDE is effectively positioned and differentiated in the market.

What you will do...

- Own messaging, positioning and go-to-market execution for Dstny Digital Enablement, ensuring a clear and differentiated market proposition.
- Define and own the value proposition and messaging framework for DDE, translating provisioning and enablement capabilities into commercial benefits such as faster service launches, lower integration costs and self-service portfolio access.
- Translate DDE's technical capabilities into compelling customer-centric narratives for both technical and commercial Service Provider audiences.
- Continuously refine messaging and positioning based on competitive intelligence, customer feedback and market trends.
- Lead go-to-market planning and execution for DDE releases and new catalogue additions delivered through the platform.
- Develop and maintain sales enablement materials supporting Product, Sales and Marketing teams throughout the buyer journey.
- Support Sales and Marketing in positioning DDE as a key differentiator in Service Provider conversations.
- Own the DDE content calendar, ensuring output is timely, relevant and aligned with Dstny's brand and commercial objectives.
- Produce high-quality customer and market-facing content, including case studies, solution briefs, webinar presentations, video scripts and other marketing assets.
- Plan, coordinate and deliver webinars that support demand generation, customer education and platform adoption.
- Monitor market trends, customer needs and competitive positioning to continuously strengthen the DDE proposition.
- Leverage AI-enabled workflows to accelerate content production, market research, competitive analysis and overall marketing effectiveness.
- Work closely with Product Management, Sales, Marketing and Strategic Alliances teams to ensure consistent positioning and successful market adoption of DDE.

We are looking for candidates with...

- 5+ years' experience in Product Marketing, preferably within B2B SaaS, UCaaS, telecommunications or Service Provider-led technology environments.
- Native-level (C2) written English; this role lives and dies by the quality of the writing.

- Proven experience defining messaging, positioning and go-to-market strategies for technology products and services.
- Experience building and applying messaging frameworks across complex, multi-stakeholder buyer journeys, including both commercial and technical audiences.
- Demonstrated use of AI tools to improve marketing productivity and effectiveness.
- Collaborative and commercially minded, with the ability to work effectively across Product, Sales, Marketing and Alliances teams.

What we offer you...

- Work with a **talented and passionate teams** of like minded professionals.
- Gain exposure to **cutting-edge technologies** in cloud communications.
- Be part of an **internationally diverse** company with a strong culture.
- **25 vacation days** plus **your birthday off**
- **Health insurance** and **life insurance**
- **Meal allowance** of €10.46/day
- **Home office allowance**
- **Hybrid working:** 2 days per week in the office

<https://dstny.com/>