

Dstny – Product Marketing Manager, VAS Portfolio

This role owns messaging, positioning and go-to-market execution for Dstny's mobile-first Value-Added Services (VAS) portfolio. The Product Marketing Manager translates technical capabilities into clear commercial propositions for Service Providers, partners and Dstny's sales teams, ensuring the portfolio is positioned effectively and differentiated in the market.

What you will do...

- Own messaging, positioning and go-to-market execution for the Mobile VAS portfolio, ensuring a clear and differentiated market proposition.
- Define and own the value proposition and messaging framework for the Mobile VAS portfolio, translating products and features into commercial benefits such as faster launch, lower integration costs and self-service portfolio access.
- Translate the Mobile VAS portfolio'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 Mobile VAS portfolio releases and new catalogue additions.
- Develop and maintain sales enablement materials supporting Product, Sales and Marketing teams throughout the buyer journey.
- Support Sales and Marketing in positioning the Mobile VAS portfolio as a key differentiator in Service Provider conversations.
- Own the Mobile VAS portfolio 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 portfolio adoption.
- Monitor market trends, customer needs and competitive positioning to continuously strengthen the Mobile VAS 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 the Mobile VAS portfolio.

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.
- Familiarity with channel-led go-to-market models.
- Experience within mobile communications, such as mobile operators, MVNOs or mobile value-added services.
- Experience marketing technology solutions through Service Provider and partner ecosystems.

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/>