



Empowered to **Lead**,
Equipped to **Innovate**.

Building The Next Chapter Of



JOB DESCRIPTION

**Technical Product
Marketing Manager**

ABOUT UNITILE

- For three decades Unitile continues to shine as a beacon of innovation and trust in the building materials industry. As **India's No.1 Raised Access Floor Brand** and a proud recipient of **Asia's Prestigious Rising Brand (2021) by BARC**, we have consistently set industry benchmarks.
- Our commitment to innovation and quality has earned us a place among **India's Top 25 Best Workplaces™ in Manufacturing 2025** and the esteemed **Great Place to Work® Certification**. These accolades reflect our dedication to fostering a positive, collaborative work culture where employees feel valued, empowered, and motivated to excel.
- Specializing in modular indoor and outdoor raised flooring systems, structural ceilings, partitions, and acoustics, we enhance spaces with intelligent designs that seamlessly blend form and function. With a proven track record of over **15,000+ clients and over 100 million sq. ft. of successful workplace transformations worldwide**, our dynamic team continues to drive innovation and deliver value.
- As we look ahead, we remain committed to shaping smarter, more sustainable spaces, ensuring that our legacy of excellence continues to thrive for years to come.

ROLE OVERVIEW

Responsible for defining and executing the technical marketing strategy for engineering-led building systems and solutions. The role focuses on positioning complex technical products clearly and credibly in the market, support go-to-market initiatives, enabling sales teams, and driving product adoption across B2B customer segments.

This position acts as a critical link between engineering, design and development, and sales teams, ensuring that technical capabilities are translated into strong customer value propositions and differentiated solution narratives.

KEY RESPONSIBILITIES

Go-to-Market Strategy & Execution

Develop and execute go-to-market (GTM) strategies for technical products and integrated building solutions.

Define product positioning, messaging, and value propositions for key customer segments.

Support new product launches, solution rollouts, and market entry initiatives.

Cross-Functional & International Collaboration

Work closely with engineering, design and development, and sales teams, to align technical accuracy with market needs.

Act as the interface between technical teams and commercial teams, ensuring consistency in messaging and communication.

Coordinate and liaise with international partner teams where strategic collaborations exist, aligning product positioning, technical messaging go-to-market strategies, and enabling effective knowledge transfer across regions.

Content Creation & Sales Enablement

Develop high-quality technical marketing collateral, including datasheets, solution briefs, case studies, presentations, and video content.

Enable sales teams through product presentations, technical specifications, and competitive differentiation tools.

Market & Competitive Intelligence

Conduct market research, customer analysis, and competitive benchmarking to support product positioning and strategy.

Track industry trends, standards, and emerging technologies relevant to building systems and infrastructure.

Customer & Industry Engagement.

Gather insights and feedback to refine messaging and support product improvements.

Performance Tracking & Optimization

Monitor marketing performance metrics, campaign effectiveness, and product adoption trends.

Use insights to optimize messaging, content, and go-to-market trends.

REQUIRED SKILLS & COMPETENCIES

- Strong technical understanding of engineering products and building systems.
- Ability to convert technical specifications into compelling customer-centric narratives.
- Excellent written and verbal communication and presentation skills.
- Strong cross-functional collaboration and stakeholder management capabilities.
- Analytical mindset with experience in market intelligence and competitive analysis
- Familiarity with CRM and marketing automation platforms is a plus.

QUALIFICATION AND EXPERIENCE:

- Engineering (Civil, Mechanical, Industrial, or related discipline).
- 3+ years of experience in technical marketing, product marketing, or solutions marketing within B2B engineering or industrial sectors.
- Prior exposure to building materials, data center infrastructure, flooring, ceilings, facades, or similar building solutions is highly preferred.



A place where you don't have to choose between **growth** and **belonging**. A career that challenges you. A culture **that supports you**. A team that **celebrates you**.

For recruitment or career inquiries, reach out:

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