

## Product Marketing Manager / Product Specialist

Are you skilled at showing product demos? Great. But, as a **Product Marketing Manager**, you are responsible for making our products “fly-off the shelf.” **YOU are the storyteller.** You create the “package”. This role is NOT about doing demos or presenting product features (although these may sometimes occur). Rather, this role is the glue that binds our product strategy to the tactics we need to drive success in sales and marketing, and to achieve results. You will be the product evangelist and will play an integral role in organizing product launches. You create content and marketing materials that tell the story!

You know our product inside out. You also know our competitors like the back of your hand: what they do today and what they plan to do in the future. You also know our buyers better than they know themselves, including how they make their buying decisions. This isn't guesswork. You back up strategic insights with market evidence and then use that knowledge to drive the development of positioning and messaging that resonates with buyers and empowers our sales channels to be successful.

You will collaborate with our executives to develop innovative programs that drive demand. An attention to detail and eye for quality are critical to your success, along with an ability to grasp and present our product's value proposition in a way that resonates and clearly articulates how we solve our buyers' problems. You are obsessed with tracking performance, and have the data to prove what's working and what isn't.

### Key Responsibilities

- Market intelligence—be the expert on our buyers, who are they, how they buy and their key buying criteria.
- Understand the competitive landscape—be an expert on our competition and how they are positioned.
- Collaborate with product and engineering teams to understand and develop product positioning and messaging that resonate with our target buyer personas.
- Create a compelling package and story that drives conversions
- Understand and document our buyer's process, including where they get information, and the *who, what, when* and *why* behind the decisions they make. Then drive changes to our sales and marketing processes based on

what you learn.

- Develop plenty of white papers and thought leadership and publish them in various marketing channels
- Implement marketing campaigns and social media campaigns and drive them to deliver results
- Understand and support our sales channels; Train them on the problems we solve for our buyers and users
- Develop product documentation / knowledge base and keep it up to date

### **Requirements**

- 5 years of product marketing experience with at least 2 years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis, writing white papers, and market research)
- Experience creating wireframes, and other content and layouts for websites delivering product value proposition
- Experience writing documentation for a SaaS product
- Power user of networking tools such as LinkedIn, Twitter, Facebook and Instagram.
- Experience with Google Adwords, and other marketing tools
- Experience with generating leads online and knowledge of SEO
- Familiar with marketing automation tools such as HubSpot, Marketo, Pardot or Google Analytics.
- Exceptional ROI-tracking skills, able to prove what is –or isn’t–working
- Proficient in productivity applications such as Microsoft Office, and other web/cloud tools.
- Must be a strong public speaker, comfortable in front of large, senior groups, and a solid writer.
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams
- Bachelor’s degree in business or marketing; MBA preferred.

### **What we offer**

- A career in a fast growing technology company
- Contributing to something that is truly impacting people's lives
- Becoming part of the movement that cares about data privacy
- Excellent compensation and unlimited growth opportunity

## **Compensation**

- Competitive salary, based on the experience
- Performance bonus
- Stock options
- Paid vacation

Clarip's patented Hybrid Artificial Intelligence technology is disrupting the fast growing Data Privacy industry. Clarip's technology is used by the Fortune 500 companies to help protect customer data and comply with the privacy laws around the world.

**Please send resumes to [jobs@clarip.com](mailto:jobs@clarip.com)**