
PRODUCT MARKETING MANAGER

About the role

The Product Marketing Manager at Reflektion is responsible for executing the overall marketing strategy and messaging, specific campaigns, and product communications to drive product adoption and usage for Reflektion products. Reporting the Vice President of Marketing and working closely with Product Managers and Sales, The Product Marketing Manager ensures that the voice of the customer is reflected in product strategies, features, and definition. From there, the Product Marketing Manager manages content creation and campaigns, partnering with marketing to develop assets used throughout the sales funnel. In addition, this role will be the strategist, implementer, and project manager for product launches, communication to sales, sales collateral, and creating digital sales tools.

What you will do

- **Competitive analysis** – be an expert on the market and our customers through sales insight, market research, and competitive analysis.
- **Customer knowledge** – be the advocate for our customers, deeply understanding their needs and being the strategic conduit between customers, our product team, and sales.
- **Positioning & Communication** – work with marketing leadership to develop unique, compelling product positioning and messaging that differentiates our products in the market. Clearly articulate that messaging in supporting sales and marketing materials.
- **Go-to-market (GTM)** – own the cross-functional strategy and implementation of product launches, including making recommendations on what to launch, when, where, and how. Partner with project management to roll-out major launches and ensure sales is informed and aligned with strategy, product features, and timing.
- **Demand generation** – develop the strategy and manage the marketing programs that drive demand for your products, including content creation.
- **Product enhancement** – monitor industry trends and continually listen to customer-facing teams to identify product gaps and opportunities; articulate those gaps to the product team.
- **Sales enablement and campaign creation** – Leverage industry knowledge, customer insights and sales feedback to understand common customer/prospect questions and needs that ultimately inform relevant, timely, and impactful marketing campaigns that drive product awareness and adoption. Components include product briefs, presentations, case studies, whitepapers, emails, how to guides, product videos, and other marketing and campaign tools tailored to our customer personas and industry segments.

What we are looking for

- 7+ years of successful Product Marketing experience.
- Experience creating collateral that condenses product capabilities into engaging and compelling marketing messages and writing that addresses customer needs.
- Demonstrated success in executing product launches and marketing campaigns.
- Refined training, presentation, and communication skills.
- High sense of urgency, driven with ability to understand and prioritize initiatives.
- Strong experience working with remote and cross-functional teams.
- Outstanding organizational skills with aggressive attention to detail.
- A positive, client-focused, professional attitude, and ability to stay calm.
- BA/BS required.

To apply, please send your resume to: jobs@reflektion.com