

Marketing Manager, Product Practice

Your job is simple: To drive revenue and awareness for our product practice. Luckily, you've got a great foundation to work from--the leading product management and product marketing training in the world, hundreds of thousands of passionate and vocal alumni, and the award-winning Pragmatic Alumni Community to name a few.

To excel in this key role (which reports directly to our VP of Marketing & Product Strategy), you will wear multiple hats—investigator, organizer, storyteller, communicator, relationship-builder and revenue hunter—and you can only do that if:

You're a master of turning data into action; strategy into tactics. You've got the ability to synthesize a huge amount of data into concrete go-to-market plans and then turn those plans into action.

You know when to hold 'em and when to fold 'em—You embrace a pilot-pivot-pilot again approach, using data and clear goals to determine what's working and what's not; and you're not afraid to let go of a bad idea or shout from the rooftops about a good one.

Communication is your superpower. When you speak, you are not only clear, you're inspiring. And when you write, angels weep (or at least can't stop turning the page).

You can move mountains. Okay, maybe not mountains, but you can move your peers to action. You're a master of moving your projects, vision and product forward by providing the rest of the go-to-market team with the context, direction and motivation they need.

You've drank the market-driven Kool-Aid. Every decision, every activity should be driven by an intimate understanding of the market—their problems, goals, language. This truth is in your bones.

So if you love the idea of crafting go-to-market programs that smash goals; dream about developing content aimed at the next generation of product managers and marketers; and are looking to join a fun-loving marketing team that takes the work—but not themselves—seriously, we want to hear from you.

BUT WHAT WILL I ACTUALLY BE DOING?

- Understand and document our buyers' processes, 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 that will materially impact revenue based on what you learn.
- Develop and refine product positioning and messaging that resonates with our target personas.
- Create marketing canvases and campaign briefs that provide the information needed for the rest of the marketing team—email, web, social, digital, content and design resources—to create content and assets that drive leads, conversions and revenue growth.
- Measure the impact of the marketing initiatives driving our product business and monitor key metrics to know what's working, what's not and pivot accordingly.
- Make sales enablement a distinctive competence for us by understanding and supporting our sales channels; train them on the problems we solve for product teams and keep their knowledge up to date; develop internal tools and external collateral and teach them how and when to use it; and deliver the corporate training leads they need to succeed.
- Capture and share the stories of our alumni, a global network of advocates passionate about what we teach and how it has transformed them.

- Effectively manage key partners and vendors including our digital agency, PR firm and industry events/associations to ensure joint efforts reflect the brand and drive results.
- Partner with sales ops and marketing ops to continually optimize funnel growth, lead handoffs and reporting.
- Partner with our editorial team to build up Pragmatic Institute as thought leaders in the product space.
- Contribute to the marketing think tank with fantastic new ideas to elevate our brands and products.

WHAT YOU'LL NEED TO SUCCEED

We're looking for a multi tooled marketing threat with:

- 5+ years of marketing experience; B2B experience preferred
- Bachelor's degree in business or marketing
- Collaborative nature, strong attention to detail and a metrics matter mindset
- Exceptional communication skills (both written and verbal)
- Experience with Google Analytics a must, Pardot preferred
- Excellent people and management skills to interact with colleagues, executives, cross-functional teams and third parties
- Solid analytical ability, with a track record of testing hypotheses in-market and iterating on learnings to improve results
- Ability to work independently and with a team, and to handle multiple activities simultaneously while never letting a deadline drop
- Experience with product management, product marketing or training a delightful plus
- A "make it happen" attitude and a strong sense of humor

WHAT WE BRING TO THE TABLE

We are a team of driven, dog & food loving collaborators working remotely all around the US who are dedicated to changing the face of professional education. We've made the Inc. 5000 fastest growing company list 9 times and we've been named one of the best places to work. We offer 18 PTO & sick days (in addition to the week between Christmas and New Year's off) and 90% paid medical for you and yours. We also host trivia and twice-weekly yoga classes over Zoom.

But enough about us. We want to hear about you. If you're interested in this position, please send your resume and cover letter. (Don't be afraid to brag, we want to hear all about why you'd be a great addition to this team.)