

# Director of Product Marketing

Phone :  
Web :



## Job Summary

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Vacancy :  
Deadline : Sep 01, 2024  
Published : Aug 01, 2024  
Employment Status : Hybrid  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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Petal is a leading Canadian healthcare orchestration and billing company that revolutionizes healthcare systems to make them agile, efficient, and resilient by enabling the forecasting and shaping of world-class healthcare through Healthcare BI, advanced analytics, and informed insights.

Our commitment to fostering an exceptional workplace culture has earned us notable recognitions, including being listed as a **Great Place to Work** in both the technology and healthcare sectors. Join us in our mission to empower healthcare innovators and improve healthcare differently.

### What you can expect when joining the team

Reporting directly to the VP Marketing, you will own the full Petal solution go-to-market strategy for existing and new geographies, as well as coach your team of product marketing managers. This role is not about promoting product features, rather it is a strategic role focused on being the source of truth for product solutions. You are obsessed with your customers (and the competition), and aim to reach them with the right message, on the right channels at the right time.

You will not only work closely with the marketing team, but also collaborate daily with product, technology, sales and customer success colleagues to ensure alignment across the organization.

### Your daily life

In your day to day, you will be led to:

- Lead and manage the Product Marketing team, building a high-performing team through coaching and career development;
- Develop a deep understanding of market segments and customer journeys, as well as build our ideal customer profile, both for B2B and B2C segments;
- Understand the competitive landscape—be an expert on our competition and their position in the market;
- Partner with cross-functional leaders and stakeholders on product strategy to create differentiating positioning statements and messaging that resonates with customers;
- Develop sales enablement and training materials including product demos, messaging, and competitive intelligence;
- Leverage data and metrics to translate market research into informed strategic decisions, as well as regularly report on strategy and campaign performance.

### Job requirements

#### Your profile

Are you an engaging product marketing leader obsessed with customer journey? Are you looking for the opportunity to have a direct impact on results in a fast-paced environment? Are you motivated by the opportunity to work in a growing organization that values teamwork, learning and continuous improvement? *The sky is the limit!* If you have:

- 7+ years of product marketing and/or growth experience, with at least 2 years in a leadership role;
- Experience launching national or international go-to-market strategies for a high-growth company, ideally in SaaS or tech;
- Proven track record in launching successful campaigns for complex B2B and B2C market segments;
- Experience launching campaigns with multiple buyer personas;
- Proven ability to work collaboratively and cross-functionally in a fast-paced environment;
- Data-driven mindset and strong analytical skills; experience with OKRs (an asset);
- Since you will be regularly interacting with English-speaking colleagues located outside of Québec, proficiency in both English and French (spoken, written, and read) is required.

#### Petal's position on remote working

In our opinion, a company cannot claim to be modern, innovative and have the well-being of their team at heart, without attempting to integrate remote working to the level that their business model allows them to. Petal employees continue to benefit from the option of teleworking up to the maximum flexibility permitted by the nature of the position and the smooth running of operations.

#### Our benefits

- A signing bonus of \$1,000 for your remote work set-up;
- Compensation that recognizes your contribution;
- 4 to 6 weeks of paid vacation per year;
- 5 paid personal days per year;
- A group RRSP / DPSP plan with employer contribution;
- A complete group insurance plan, from day 1;
- An annual wellness allowance;
- Access to the Lumino Health™ telehealth application;
- Flexible work hours and more.

*Petal is an active participant in the equal opportunity employment program, and members of the following target groups are encouraged to apply: women, people with disabilities, aboriginal peoples and visible minorities. If you are a person with a disability, assistance with the screening and selection process is available on request.*

#LI-Hybrid

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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