



Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 30, 2024
Published : Aug 30, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

We are seeking an experienced Director of Product Marketing to lead and elevate our product marketing efforts at Docebo. In this role, you will be responsible for leading a high-performing team of product marketers, defining and executing our go-to-market strategy, and ensuring that our products are positioned to achieve maximum impact on our customers and on Docebo's growth. This is a key leadership position where you will work closely with cross-functional teams across product, sales, customer success, and the rest of marketing to ensure alignment and to drive revenue growth. The ideal candidate is a seasoned product marketing leader with a proven track record of driving product success in a high-growth SaaS environment.

Reports to: Senior Director, GTM

Responsibilities:

- Lead, mentor, and grow a team of product marketing managers, fostering a culture of innovation, collaboration, and high performance.
- Drive the strategic direction for product marketing, ensuring alignment with Docebo's corporate strategy and key objectives.
- Own the go-to-market strategy for the Docebo platform as well as Docebo's services and partnerships
- Collaborate with product management to develop the product investment strategy and roadmap
- Define and refine our target markets, buyer personas, and value propositions to drive product adoption and market penetration.
- Oversee market research and collaborate with Competitive Intelligence and Voice of Customer teams to identify trends, opportunities, and threats.
- Translate insights into actionable strategies that drive differentiation and market leadership.
- Partner with sales and marketing leadership to create demand, build brand awareness and effectively position Docebo to win
- Serve as a thought leader and company spokesperson in webinars, analyst briefings, and customer advisory boards.
- Develop and maintain strong relationships with industry analysts, influencers, and key stakeholders to enhance Docebo's market presence and reputation.
- Manage the product lifecycle from market introduction through growth, maturity, and end-of-life, ensuring that marketing strategies are adapted to each stage.

Requirements:

- 8+ years of product marketing experience, with a minimum of 4 years in a leadership role within a high-growth SaaS company, preferably in the learning and development or learning technology industry.
- Proven success in leading and developing high-impact go-to-market strategies that drive product adoption and revenue growth.
- Extensive experience in market research, competitive analysis, and positioning in a B2B context.
- Strong executive presence with the ability to influence and build relationships with stakeholders at all levels of the organization.
- Exceptional communication skills, both written and verbal, with a talent for storytelling and translating complex concepts into clear, compelling messages.
- Demonstrated ability to think strategically while also managing day-to-day tactical execution.
- A passion for the learning and development space, with a deep understanding of industry trends and customer needs.
- Willingness to travel up to 20% of the time.

An added bonus if you have:

- Experience within Technology Risk Management, Compliance, and Information Security
- Experience with compliance frameworks and federal security standards like FedRAMP, FISMA, NIST SP 800-53, SOC2, ISO 27001, RMF
- Working knowledge of NIST SP 800-53 concerning cloud technologies, architectures, and services
- Experience performing FedRAMP assessments, authorization, and continuous monitoring (ConMon) of cloud service offerings

Benefits & Perks ☑

- Generous Vacation Policy, plus 2 extra floating holidays to use for religious or cultural events that matter to you
- Employee Share Purchase Plan
- Career progression/internal mobility opportunities
- Four employee resource groups to get involved with (the Docebo Women's Alliance, PRIDE, BIDOC, and Green Ambassadors)
- WeWork partnership and "Work from Anywhere" program

Hybrid Office Model ☑

We believe when people are together, they develop deeper relationships and accelerate innovation. Because of this, all Docebo employees worldwide are "hybrid." We encourage in-person collaboration while supporting work-from-home when employees need dedicated focus time, allowing Doceboians to do their best every day. Each team leader is able to decide how often their teams come into the office, considering the needs of the team and the employee's needs. Our Talent Acquisition team will let you know about the role you are applying for and the hybrid details during the first interview.

About Docebo ☑

Here at Docebo, we power learning experiences for over 3000 customers around the world with our easy-to-use, AI-powered Suite designed to close the enterprise learning loop. We have successfully achieved 2 IPOs ([TSX: DCBO & NASDAQ: DCBO](#)), been recognized as a Top SaaS e-learning Solution, and are growing exponentially in the process.

Docebo is a global company with offices in North America, EMEA, APAC and more. Our people believe in six core values, simply defined and manifested in everything we do - Innovation, Simplicity, Accountability, Togetherness, Curiosity, and Impact. If this sounds like you, now is your time to join one of the fastest-growing learning technology companies on the market. Apply today!

Docebo is an Equal Employment Opportunity employer. We are committed to diversity and inclusion in our workforce. All qualified applicants and employees will receive consideration for employment regardless of their race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, citizenship status, age, disability, genetic information, or any other category protected under applicable law.

Any individuals requiring a reasonable accommodation to assist with their job search or application for employment should send an e-mail to [recruiting_accommodations](mailto:recruiting_accommodations@docebo.com)

(at) docebo.com. The e-mail should include a description of the requested accommodation and the position you're applying for or interested in.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
