Product Marketing Manager

Phone :
Web :

Job Summary

Vacancy :
Deadline : Nov 04, 2024
Published : Oct 04, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Loopio is a workplace that unleashes learning & growth opportunities for our Loopers. We provide autonomous, challenging work that allows each employee to master their craft. We attract and retain people who are naturally curious, have grit and are eager to grow and build their careers. At Loopio, we genuinely support each other, because true success comes from working as #oneteam.

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The Product Marketing Manager will have the opportunity to make a significant impact at one of North America's fastest-growing companies. As a member of our fun and passionate Product Marketing team, you'll play a key role in helping Loopio stand out from the competition and win the hearts and minds of our prospects and customers.

With a broad skill set and the ability to work both collaboratively and independently, you'll enjoy variety and working (remotely) with people across the organization, especially with our Marketing, Customer Experience and Sales teams.

What You'll Be Doing

· **Bringing our go-to-market strategy to life:** You'll create and manage tactical product-related campaigns as well as ongoing product-related communications.

· **Developing deep product knowledge:** You'll take ownership of key areas of Loopio's platform, becoming a go-to subject matter expert internally, and enabling members of our GTM teams.

· **Partnering closely with Product Managers:** You'll bring new features to market, project manage releases independently, and coordinate with market-facing groups on messaging, positioning, and launch materials.

· **Supporting our market-facing teams:** You'll work with Revenue Enablement and Customer Experience leadership to ensure market-facing teams are always equipped to sell and support new functionality and communicate the value of the Loopio platform.

· **Contributing to market intelligence:** You'll become an expert on who our customers are, what makes them tick, how they purchase software, and how they leverage Loopio. You'll develop a deep understanding of the competition, our positioning relative to them, and how we win.

· **Creating compelling messaging:** In everything you do, you'll be translating your product and market knowledge into attention-grabbing messages that resonate with our audience and ladder up to our overall product positioning.

What You'll Bring to the Team

· You have 2-3 years of experience in Product Marketing, ideally in B2B SaaS.
· You're a "strategic doer" – you know how to get things done and can multi-task effectively in a fast-paced environment.
· You're deeply collaborative, with experience working cross-functionally with multiple teams and individuals across the business.
· You're a strong communicator and possess exceptional verbal, written, and presentation skills.
· You possess the ability to translate technical concepts into tangible, user-focused benefits.
· You have a keen sense of curiosity, a desire to learn, and are a creative problem-solver.
· Bonus: You're Product Marketing certified (Product Marketing Association or Pragmatic Marketing).

Where You'll Work

· Loopio is a remote-first workplace because we recognize the advantages of working flexibly. We have Hub Regions spanning across Canada, UK, and India, which means that employees live and work remotely within a 300 KM radius of Toronto (within Ontario),Vancouver (within British Columbia), Ahmedabad (within Gujarat), Pune (within Maharashtra), and London (UK) and work within regular business hours in their timezone.

· You'll collaborate with your teams virtually (we're just a Zoom call away!) and have established core sync hours and focus time during the workday to enable us to work smarter together

Why You'll Love Working at Loopio

· Your manager supports your development by providing ongoing feedback and regular 1-on-1s
· You have tons of autonomy and responsibility: this role provides an opportunity to try new things and push creative boundaries
· You'll learn more than you thought was possible; our team is obsessed with personal and professional growth (every Looper receives a professional mastery allowance each year)
· You'll be set up to work remotely with a MacBook laptop, a monthly phone and internet allowance, and a work-from-home budget to help get your home office all set up!
· Join us in regular company socials, AMA (Ask-Me-Anything), and quarterly kick-off to celebrate the big wins and milestones as #oneteam!
· You'll be joining a culture that has thoughtfully built out opportunities for connections in a remote first environment.
· We have Employee Resource Groups, various fun virtual activities, and many more moments for us to have fun and learn together!
· You'll be a part of an award-winning workplace and one of Canada's fastest growing companies with ample opportunity to make a big impact here!

We recognize that all too often, potential candidates don't apply for a position simply because they don't hit every single criteria included in the [job description](#)—particularly members of [underrepresented groups](#).

Whether or not your experience checks off all the boxes on a job posting, we still encourage you to apply to ensure that your application receives a review from our team. We understand that a resume can only showcase so much during the applicant stage, so we've created prompts in the application for you to share more about yourself. If you've made a career transition (or a few!), you're self taught in a new role, or you have skills/experience you'd like to highlight, we want to hear more about what you could bring to the table.

Loopio is an equal opportunity employer that is deeply committed to building equitable workplaces that are diverse and inclusive. We actively encourage candidates from **all** backgrounds and lifestyles to consider us as a future employer. Please contact a member of our Talent Experience team (work@loopio.com) should you require accommodations at any point during our virtual interview processes.

[Apply for this job](#)

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits