

## Senior Product Marketing Manager



Phone :  
Web :

### Job Summary

---

Vacancy :  
Deadline : Aug 31, 2024  
Published : Jul 31, 2024  
Employment Status : Full Time  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

---

### Meet Benevity

The world's coolest companies (and their employees) use Benevity's technology to take social action on the issues they care about. Through giving, volunteering, grantmaking, employee resource groups and micro-actions, we help most of the Fortune 100 brands build better cultures and use their power for good. We're also one of the first B Corporations in Canada, meaning we're as committed to purpose as we are to profits. We have people working all over the world, including Canada, Spain, Switzerland, United Kingdom, the United States and more!

Join Benevity, a leader in corporate purpose software, dedicated to making a positive impact on the world. We are seeking a passionate, results-driven Senior Manager of Product Marketing to elevate our market position and drive product demand. You will use your global B2B SaaS experience to develop and execute go-to-market plans, define sales strategies, identify key markets, and collaborate on growth strategies. Leading a team of product marketers, you will partner across departments to shape our product category and drive adoption. We value diversity, equity, and inclusion, and are committed to a collaborative and dynamic work environment. Be part of a team that promotes products making a positive impact and join us in driving meaningful change.

#### What you'll do:

- Collaborate with Product and Marketing teams to develop and execute product marketing plans that achieve business goals for Benevity's products and solutions
- Manage marketing for a portfolio of products, including go-to-market strategies and launches
- Lead a collaborative go-to-market process with Product, Marketing, Sales Enablement, Sales, and Client Success teams
- Create monetization opportunities by developing effective messaging, positioning, packaging, and pricing
- Partner with Demand Generation, Client Marketing, Content Marketing & Communications, Brand Marketing, Enablement, Product, Sales, and Client Success teams to bring products to market effectively
- Refine pricing and packaging strategies for all products, including new launches, promotions, and deal desk approvals
- Ensure integration with Product, Sales, and Marketing to align product truth, positioning, messaging, value creation, and merchandising
- Align positioning and messaging with a content strategy to improve sales conversion
- Provide market insight to the Product team and support communicating the product roadmap and vision
- Engage with clients and Sales to refine messaging, positioning, and enablement tools
- Collaborate with Enablement to develop training materials for both internal teams and clients
- Inspire internal teams with new product developments and launches
- Improve operations by setting clear objectives, tracking performance, and measuring impact
- Understand the market through analysis, input from Sales and Client Success teams, client segmentation, and competitive intelligence to share insights about our target audience's needs and challenges

#### What you'll bring:

- 8 years of experience in product marketing and/or product management in B2B SaaS solutions
- Ability to execute strategies and projects cross-functionally and on time
- Proven success in global markets and nurturing markets at different maturity levels
- Experience leading a team of product marketers in a high-growth environment
- Successful track record of launching differentiated B2B products and services
- Expertise in SaaS pricing and packaging strategies to drive revenue growth
- Experience introducing new products across various markets and geographies
- Strong strategic planning, execution, and measurement skills
- Excellent collaboration and influence skills across functions
- Experience with B2B companies transitioning to enterprise SaaS is a plus
- Exceptional communication skills with diverse audiences, including C-level executives, analysts, clients, prospects, and internal teams
- Driven to understand and solve client needs, distilling information into insights and aligning the organization
- Results-oriented and resourceful
- Strong organizational skills, independent thinking, and flexibility

#### Discover your purpose at work

We are not employees, we are Benevity-ites. From all locations, backgrounds and walks of life, who deserve more ... Innovative work. Growth opportunities. Caring co-workers. And a chance to do work that fills us with a sense of purpose. If the idea of working on tech that helps people do good in the world lights you up ... If you want a career where you're valued for who you are and challenged to see who you can become ... It's time to join Benevity. We're so excited to meet you.

#### Join a company where DEIB isn't a buzzword

The diverse backgrounds, experiences, skills and passions of our people make it possible for us to keep innovating as the market leader in our space.

Diversity, equity, inclusion and belonging are part of Benevity's DNA. You'll see the impact of our massive investment in DEIB daily – from our Black Employee Network making space for us to have difficult conversations to our Pride events and the exceptional diversity on our leadership and tech teams.

We strive to build a strong culture of belonging so that every Benevity-ite feels included and can thrive as their authentic selves – in a place where everyone has an equitable opportunity to shine!

**Education & Experience**

---

**Must Have**

---

**Educational Requirements**

---

**Compensation & Other Benefits**

---