

## Team Lead, Product Marketing



Phone :  
Web :

### Job Summary

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

## Job Description

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Vidyard is looking for a **Team Lead, Product Marketing**, to lead our Product Marketing team. Reporting to the Senior Director of Marketing, you will be responsible for creating compelling messaging and positioning for Vidyard's suite of products, enabling our sales team with content, collateral and assets to build and convert pipeline, taking our products and features to market, and serving as the voice of our customer and user base. This is a remote role open to candidates located in Canada.

### About the Team

Our **Product Marketing** team focuses on communicating Vidyard's product story to our customers and users. This team owns our product and feature positioning and works closely with our product and sales team to bring our product vision to life.

### What You'll Work On

- Develop and execute comprehensive go-to-market strategies for Vidyard products, ensuring alignment with business objectives, target markets, and customer needs.
  - Identify market opportunities, conduct competitive analysis, and define unique value propositions to differentiate Vidyard solutions in the marketplace.
  - Define clear and compelling positioning and messaging for Vidyard products, addressing key customer pain points and highlighting unique features and benefits.
  - Collaborate with our product management and sales teams to refine product positioning and messaging based on market feedback and evolving customer requirements.
  - Drive the planning, execution, and optimization of integrated marketing campaigns and programs to generate demand, drive lead generation, and accelerate sales pipeline growth.
  - Own product launches end to end, from project managing all GTM components of a launch (positioning, demand generation and awareness), to collaborating cross-functionally to drive organization-wide execution.
  - Partner with demand generation, web brand, and marketing operations teams to develop impactful marketing assets, including website content, landing pages, sales collateral, and more.
  - Develop sales enablement materials and tools, including product guides, sales presentations, battle cards, and training programs, to empower our sales team with the knowledge and resources needed to effectively sell Vidyard.
  - Communicate the vision and story behind our product and feature messaging to our sales team.
  - Participate in regular training sessions and enablement workshops to educate our sales team on product features, use cases, and competitive positioning.
  - Build a process to collect prospect/customer feedback from our sales team and effectively triage these requests to our product team.
  - Stay informed about industry trends, market dynamics, and competitive landscape to identify emerging opportunities and inform strategic decision-making.
  - Leverage market insights, customer feedback, and data analytics to evaluate the performance of marketing initiatives and drive continuous improvement.
- Act as the "voice of the customer" and conduct internal and external customer & market research to help inform product direction.
- Effectively manage and coach a product marketing team and cross-functional PMM squad.

### What You'll Bring to this Role and Your New Team:

- 5+ years of product marketing experience. 1-2 years of experience managing a team.
- Experience working in highly cross-functional environments. Deep experience working with sales teams is highly preferred
- Ability to frame and communicate a product/feature story in a compelling way
- Proficiency in marketing automation and CRM software
- Strong analytical skills, with experience analyzing data and making data-driven decisions
- Knowledge of sales, digital marketing and growth marketing techniques and strategies
- Excellent communication and collaboration skills
- Ability to prioritize and manage multiple tasks and projects
- Strong problem-solving and decision-making skills
- Experience within a hybrid product-led and sales-led business is a plus
- Flexibility and adaptability to change

### Our Tech Stack

- Marketo
- Demandbase
- Salesforce
- Pocus
- Alyce
- UserGems

Job descriptions can be overwhelming. At Vidyard we are motivated to **drive change together** and deeply value the unique experiences, abilities and opinions you possess, so if this role sounds like your next adventure, but you don't feel entirely qualified, apply! We value candidates who **own it**, and if you're **relentlessly resourceful** too, you might be exactly who we are looking for.

As we also value **user obsession**, we prioritize our users, customers and community so you can expect to hear from our team even if you are not selected to move forward.

### What You'll Love about Vidyard:

- Competitive pay
- Comprehensive, flexible benefits on day one
- Wellness allowance to spend on what's important to you
- Unlimited vacation + programs to support travel while working, enabling you to live your best life
- Access to Inkblot, a digital mental health platform + \$1,500/person/year for mental health coverage
- Allowance to support your ongoing growth and development
- Parental leave top-up
- Paid volunteer hours
- Employee resource groups to empower and drive change at Vidyard and in our communities
- RRSP match
- Stock options
- Flexible holiday program
- Home office stipend
- Flexibility to work in the place that brings out your best: whether you thrive in the comfort of your home office, or are local to, and prefer the energy of our collaboration space in Kitchener, Ontario, Canada, there is flexibility for all. Although we default to remote-first there will be occasional in-person meetings/events purposefully designed for connection and collaboration.

*We thank all applicants for your interest in Vidyard. Only those applicants selected for an interview will be contacted. Unsolicited resumes from Agencies will not be accepted.*

Vidyard is an equal opportunity employer. Applicants who require reasonable accommodation to complete the application and/or interview process should notify us at [recruitment@vidyard.com](mailto:recruitment@vidyard.com).

**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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