

Technical Product Marketing Manager



Phone :

Web :

Job Summary

Vacancy :

Deadline : Nov 08, 2024

Published : Oct 08, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Visier is the leader in people analytics and we believe in a 'people-first' approach to business strategy. Our innovative technology transforms the way that organisations make decisions, allowing them to elevate their employees and drive better business outcomes. Embarking on an exciting new chapter in our growth story, we are looking for talented individuals who can help both Visier and our customers grow, evolve and win!

What you'll be doing...

- Own messaging, positioning, segmentation, content, and go-to-market plans for technical audiences for our enterprise business. You will also work to align this technical messaging with Visier's global messaging and marketing strategy.
- Act as the subject matter expert for the People Data Platform (APIs, SDKs), and Visier technologies. This includes the buyer journey surrounding technical products.
- Understand and translate industry insights to influence product and go-to-market strategy by conducting market research, participating in customer briefings, and analyzing metrics.
- With our Marketing team, develop a strategy to drive awareness and demand for various People Data Platform initiatives (campaigns, social/digital media, roundtables, regional events and webinars, third-party activations, account-specific initiatives, strategic partnerships, and more)
- Develop content for external marketing channels (blog posts, e-books, presentations, 1-pagers, thought leadership) as well as for go-to-market.
- Most importantly, you will be an evangelist and cross-functional leader to drive business results for Visier in collaboration with other key stakeholders.

What you'll bring to the table...

- SaaS platform or developer marketing experience.
- A passion for technology, a desire to build relationships and an ability to influence stakeholders to achieve positive outcomes
- Ability to easily transition from high-level strategic thinking to creative and detailed execution
- Experience driving the product strategy and roadmap for platform products.
- A "make it happen" mindset with a bias for action and ability to execute quickly, juggling multiple deliverables
- Strong oral and written communication skills, necessary to articulate technical concepts to non-technical audiences and interact directly with customers/prospects as required.
- Ability to partner with other functions such as data science, engineering, user experience, and the broader Alpine team.

Most importantly, you share our values...

- You roll up your sleeves
- You make it easy
- You are proud
- You never stop learning
- You play to win

The base pay range for this position in Canada is \$103k - \$138k / year.

The compensation offered will be determined by factors such as relevant qualifications, experience, knowledge and skills. Many of our positions are eligible for additional types of compensation (e.g., commission plans, bonus, etc.) which our Talent Acquisition team will share with you if you interview for the role.

See the #VisierLife in action

[Instagram](#) - @visierlife

[LinkedIn](https://www.linkedin.com/company/visier-analytics/) - <https://www.linkedin.com/company/visier-analytics/>

Hear what it's like to work Visier [here](#)

[Apply for this job](#)

<https://youtu.be/eK7WNc-yxfM>

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
