Product Marketing Manager

Description

ABOUT THE ROLE Second Front Systems, a fast-growing and innovative company at the crossroads of technology and national security, is seeking a passionate and talented Product Marketing Manager to join our dynamic team. As a core member of the marketing team, you'll play a pivotal role in shaping the narrative and driving the success of our product offerings. We're looking for a skilled communicator who can bridge the gap between cutting-edge technology and real-world needs, captivating audiences in both the commercial and government sectors.Note: This position requires U.S. citizenship due to government contract requirements.nWhat You'll Do Develop and own a comprehensive product marketing strategy, crafting compelling content and product messaging across the entire customer journey for both commercial and government audiences.Distill the power of Game Warden, Second Frontâ??s flagship product into clear, concise messaging that resonates with technical and non-technical audiences alike.Collaborate with Growth, Product, Engineering, and Sales teams to ensure all content aligns with product goals, market demands, and international expansion strategies.Partner closely with Sales to understand our prospect target personas and build tailored messaging to drive them into the sales funnel effectively.Plan the launches of net-new products and releases of existing products, and manage the cross-functional implementation of the plan.Partner closely with the Customer Success team to gather user feedback and translate it into actionable insights for the product roadmap.Create marketing and sales collateral, including blogs, whitepapers, webinars, solution briefs, training, and other tools that equip our sales team to effectively communicate Game Warden's value proposition to government agencies and commercial clients.Conduct market research and competitive analysis to identify emerging trends and opportunities for Second Front on a global scale.Analyze content performance metrics and adapt your strategy for continuous improvement, ensuring maximum ROI on content efforts.Requirements Minimum 7 years of experience in product marketing, with a proven track record of success.Deep understanding of DevSecOps principles and a strong technical background.Exceptional writing and communication skills, with the ability to tailor content for diverse audiences (both technical and non-technical).A passion for creative storytelling and the ability to translate complex concepts into engaging content.A self-starter with a proactive mindset who isn't afraid to take initiative and suggest improvements.Experience working within a fast-paced, results-oriented environment.Prior experience in the public sector (government or defense) is a major plus.n$130,000 – $150,000 a yearThe pay range for this role is $130,000 to $150,000.nSuccess at 2F Looks Like:Viewing obstacles as opportunities for growthHaving a bias toward action and tangible, measurable resultsStriving to be both compassionate and direct with your feedbackBeing team-oriented and inclusive with your actionsPerks & BenefitsThis role is full-time. As a public benefit corporation, weâ??re a team of purpose-driven trailblazers transforming the future of U.S. national security. We hire the best to do their best and, as such, we are committed to providing the perks and benefits you need to be successfulâ??both in- and outside the workplace. We offer you:Competitive Salary100% Healthcare, vision and dental coverage401(k) + 3% company contributionWellness perks (Fitness classes, mental health resources)Equity incentive planTech + office supplies stipendAnnual professional development stipendFlexible paid time off + federal holidays offParental leaveWork from anywhereReferral BonusVisit our careers page to learn more.Please mention the word **MEANINGFUL** and tag RMTguMjM2LjE3Ny4yMjk= when applying to show you read the job post completely (#RMTguMjM2LjE3Ny4yMjk=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Hiring organization
Second Front Systems

Job Location
Remote

Base Salary
$ 62500 - $ 107500

Date posted
May 23, 2024

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Job listing via RemoteOK.com