# Senior Product Marketing Manager

## Description

Plotly builds tools that help data scientists tell stories and generate data visualizations. Our tooling⁇⁇s capabilities for generating useful and beautiful ways to look at data is key to our success. This will become increasingly important as we build new no-code products and as AI makes code generation easier and easier. Design will be a key differentiating factor for Plotly⁇⁇s success. We are seeking a Senior Product Marketing Manager to join our team at Plotly. The company provides open-source Python visualization libraries and a web framework for data scientists, AI/ML engineers, and domain experts to create and share interactive production-grade data apps in only a few lines of Python code.  This is an exciting opportunity to deliver industry-level impact in the category which Plotly leads, data applications. If you⁇⁇re looking for the chance to lead the narrative and help accelerate the GTM success of a technology company, this may be for you. We are looking for someone with superior B2B product marketing skills and management experience who thrives in a fast-paced, high-growth culture. You should have a technical background and be adept at working as effectively with product management, design, and engineering as you do with sales, marketing, community and customer success.     Core job responsibilities: Drive positioning and messaging that resonates with our core audience: data scientists, domain experts, developers, and data science platform owners, as well as economic buyers and decision makers including VPs and CAOs. Plan & execute product launches. Create the story for the launch which guides all content creation, identify the tasks and owners, and manage the launch project. Be an expert in the data analytics market and conduct competitive analysis to share with Sales and aid in positioning and messaging workstreams. Understand the customer deeply through direct conversations and interaction in customer forums.Conduct win/loss analysis to measure the effectiveness of positioning, messaging and product-market fit. Create and deliver sales enablement sessions for product launches, major updates, sales plays and similar. Create content assets supporting these activities such as slide decks, demos and videos. Assist in the development of the analyst relations program by briefing industry analysts and  creating content and coordinating content development from subject-matter experts in product management and the executive team. Work across marketing to ensure the corporate narrative is consistently represented across all channels (social, website, media, PR etc) and at the right altitude. Drive and own core assets like keynote presentations for first and third-party events. Partner with the rest of marketing to create engaging content supporting Demand Gen for campaigns and events and Content Marketing, e.g. articles, blog posts, data sheets, eBooks, whitepapers, webinars, presentation and website copy. Job requirements: 5-7 years in product marketing with proven experience marketing to data scientists, developers, or similar roles. Excellent written and verbal communication skills, with an intuitive understanding of what motivates developers and aligns stakeholders. You can explain complex, technical topics in a simple way and have strong presentation and public speaking skills. Technical background with prior experience as a developer, especially Python, or have deep experience marketing developer tools, data science, or AI/machine learning products. Experience in launching products aimed at data scientists, developers, or or domain experts coupled with a strong ability to craft compelling corporate messaging. Proven ability to effectively position B2B products for growth, working with marketing and sales to build a healthy pipeline while increasing deal velocity, and closure rates. Demonstrated leadership qualities with the ability to motivate and inspire teams, alongside a keen technical and business acumen. Experience in analyzing and refining best practices and processes to boost operational efficiency and effectiveness. Ability to effectively partner with

**Hiring organization**
Plotly

**Job Location**
Remote

**Base Salary**
$ 60000 - $ 110000

**Date posted**
May 25, 2024

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engineering, product, community, sales and marketing Outstanding communication and collaboration skills, skilled in influencing peers and managers, and adept at building consensus in a highly ambiguous and fast-paced environment. Bachelorâ??s degree or related experience. Bonus: MBA and/or computer science, engineering, technology background 5+ years experience with technical marketing content 2+ years of technical pre-sales, consulting, training, or product management experience 2+ years experience working in data analytics and/or customer-facing roles Strong Python and SQL skills Prior experience with business intelligence and/or enterprise data analytics tools is preferred (such as Tableau, PowerBI, Looker, Streamlit, Hex or similar products) Donâ??t meet all the requirements, but you feel you would be a great fit to our plot-legion? Donâ??t hesitate to apply!        What you can expect from us: Health & Wellbeing Comprehensive health coverage Generous PTO  Parental leave top-up program Growth & Future Stock options for all full-time employees Learning & development program Work alongside a dedicated team  Flexibility & Community Remote-first work Home office support Employee led DE&I resource group Plotly Community Forum Why Plotly? Unleash your creativity and shape the future of data analytics! Founded by innovators and driven by our community of users and customers, we eagerly tackle every challenge, from crafting state-of-the-art UI for seamless data interaction to optimizing our graphing libraries and services for highly reliable performance. Our journey has only begun!  We are a tight-knit and quickly growing team where each member can make an immediate, meaningful impact. We take on complex problems, work hard, and are firm believers in the open-source mission. At Plotly, you'll work alongside a diverse team of first-class engineers, developers, scientists, and builders that challenge the status quo and set a high bar. We encourage each member of our team to explore and expand their skill sets continually, and to approach every problem with curiosity and an open mind. Together, we make it possible for people everywhere to share data and insights that make real impacts in business and around the world. Plotly is an equal-opportunity employer and does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by appropriate law. If you require any accommodations, please let us know during the application process. Please mention the word **LIKABLE** and tag RMjA5LjIyMi4yMS42Mg== when applying to show you read the job post completely (#RMjA5LjIyMi4yMS42Mg==). 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.

## Contacts
Job listing via RemoteOK.com