

Product Marketing Manager

Description

Descript is looking for a Product Marketing Manager to join our team and make a substantial impact on our marketing initiatives. In this role, you'll have the opportunity to shape key marketing strategies and connect with a diverse range of users. Your work will be instrumental in driving our growth and defining our market presence. What You'll Do: Plan, define, and lead go-to-market strategies for specific verticals (e.g. Podcasting, Video Content), from user acquisition to retention. Collaborate closely with the Product team to align marketing and product strategies. Oversee the production, launch, and management of marketing campaigns that align with the specific needs of a vertical. Conduct market analysis to stay informed about industry trends, competitor moves, and customer preferences. Gather and analyze feedback from customers to inform the product roadmap and enhance marketing strategies. Regularly report on campaign results, market changes, and analytics. Qualifications: 4+ years of proven experience in product marketing, category marketing, or marketing in a media company. Recent experience as a content creator or supporting content creation communities or marketing segments. Strong project management skills with attention to detail. Analytical and data-informed decision-maker. Excellent communication and collaboration skills across teams. Exceptional written skills. Experience with marketing horizontal, multi-use products. Previous experience at a B2C/B2B SaaS company. Bonus Profile: Experience with tools such as Amplitude, Google Analytics, Webflow, Braze, and for in-product messaging. Knowledge of the media creation process. Familiarity with creator-oriented tools in video, audio, and design. If you're eager to make a significant impact in a fast-paced, innovative environment, we'd love to hear from you. At Descript, your contributions will not only be valued but will also help revolutionize the way people create content. Apply now to become a part of our exciting journey! The base salary range for this role is \$123,000-\$175,000. Final offer amounts will carefully consider multiple factors, including prior experience, expertise, and location, and they may vary from the amount above. Please mention the word ****FAIRLY**** and tag RMTA3LjE3OC4yMDAuMjMx when applying to show you read the job post completely (#RMTA3LjE3OC4yMDAuMjMx). 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](https://www.RemoteOK.com)

Hiring organization

Descript

Job Location

San Francisco, California, United States

Base Salary

\$ 67500 - \$ 115000

Date posted

May 26, 2024

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