Product Marketing Manager

Description

Description Weâ??re looking for a collaborative and analytical Product Marketing Manager to join the marketing team at Tailscale. You will work closely with the Product, Engineering, and GTM teams to identify customer needs, market trends, pain points, and articulate â??Why Tailscale?.â?? This role might be perfect for you if you are familiar with developer tooling, networking infrastructure, or enterprise security needs, and can communicate technical features as easy-to-digest benefits. If feature launches are second nature, and you love highly cross-functional work, read on. Because weâ??re an early-stage and fully remote company, weâ??re looking for a motivated individual who is comfortable working asynchronously, thrives in ambiguity and has a focus on getting it right, not being right. Responsibilities and Duties: Becoming the expert on our users and customers â?? who they are, what their pain points are, and what drives them to seek out solutions Collaborating with Product and Marketing teams to develop and refine product positioning, messaging, and effective content Launching new products or features, managing cross-functional projects associated with that launch, and measuring success Creating marketing material â?? from landing pages, blog posts, and email campaigns to slide decks, customer case studies, and demos. This includes delegating and working with designers/web developers as needed. Helping position Tailscale as a thought leader in networking and security, and increasing awareness of these issues Performing competitive and market analysis to inform messaging and campaigns, and influence product strategy Qualifications and Skills: A proven track record in marketing, product marketing, developer marketing, product management, or a related field Experience managing interdependent, complex projects and keeping multiple work streams on track Working knowledge of PLG and PLS An analytical mind with an enthusiasm for problem-solving and measuring the effectiveness of your work The ability to quickly adapt and react to changing plans and ambiguity. Weâ??re a startup – our estimated launch dates change often Excellent people skills – this role will interact with many cross-functional teams and the ability to communicate and negotiate effectively will be critical to the success of this role Itâ??s nice if you have: An affinity for complex, highly technical subjects A strong data-driven mindset Experience with solutions at a B2B or enterprise technology companies, product-led growth experience is a plus Experience with security products used in SaaS or cloud environments As a company, we strive to maintain fair and equitable compensation practices within our team across all roles and all levels. We use San Francisco market data to establish our pay ranges.Please mention the word **REJOICING** and tag RMzQuMTQ1LjI0MC4xMDY= when applying to show you read the job post completely (#RMzQuMTQ1LjI0MC4xMDY=). 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

Hiring organization
Tailscale

Job Location
Remote

Base Salary
$ 65000 - $ 110000

Date posted
May 27, 2024

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