

Senior Product Marketing Manager

Description

OVERVIEW Automox is seeking a product marketing manager that has a passion for messaging, GTM strategy, as well as execution and measurement of product marketing programs. This highly visible and impactful position requires a solid understanding of endpoint management tools and the tech behind them. In this role, you will work with customers, sales, product management, marketing, and other stakeholders to develop launch strategies and compelling messaging that clearly articulates market needs and the unique value that Automox delivers to IT teams.

WHAT YOU'LL BE DOING Market intelligence: be the go-to expert in our products, customers, competitors, and market in the endpoint management space. This includes the nitty gritty technical details that set Automox apart. Messaging & Positioning: Create compelling, differentiated messaging and positioning, with a clear understanding of Automox's target customer and the problems we solve. GTM Strategy: Engage with cross-functional teams to design, plan and execute the go-to-market strategy and deliverables that drive measurable results for each launch and Automox as a whole. Content Creation: Work with content marketing and digital to create new collateral, thought leadership assets and solution presentations, website content, videos, blogs, by-lined articles and more to execute communication strategies and accelerate the buyer's journey. Sales Enablement: Work closely with sales and enablement teams to ensure the value proposition, assets, and training are all in place for a strong sales motion. Uncover areas of opportunity: drill down into marketing, sales, and external data to find problems that can be solved and opportunities to be seized to make Automox more efficient as a company and competitive in the market.

SKILLS & ATTRIBUTES Minimum 4 years of Product marketing experience at growth-stage B2B SaaS company 2+ years Product Marketing experience working for companies selling to IT and/or Security teams. Solid understanding of endpoint management products and solutions, and the technical details that drive them. Must thrive operating in a fast-paced, entrepreneurial, and changing environment. A collaborative and team-oriented attitude that allows you to work effectively with customer success, sales/marketing, and other product and engineering team members globally. Outstanding written and interpersonal communication skills. Ability to prioritize and complete multiple tasks with little to no supervision. Intellectual curiosity, humility, accountability, and positive approach. Extremely creative and resourceful when it comes to identifying and solving problems. Technical literacy that will enable you to quickly learn, demonstrate, and describe our product and technology to a variety of audiences, both internal and external to Automox. Experience messaging towards FedRAMP-focused agencies is a plus

LOCATION We are a fully distributed company with remote works in concentrated areas across the United States. ***Note: We currently don't hire in Colorado, California, Seattle area, or New York metro***

TOTAL REWARDS: Thrive with Us Beyond the Status Quo. Work from anywhere in the USA. Competitive Salary. Equity for Full-Time Employees. 401K Match. Flexible PTO, generous sick time policy. \$20 a month to connect virtually with colleagues. Health & Wellness. Comprehensive Health Plans with generous employer contributions. 100% Company-paid Short Term/Long Term Disability and Life Insurance. Company HSA Contribution: \$100-\$200 per month based on tier. Gender Affirmation Coverage. Happiness & Well-Being. \$50 per month Lifestyle Spending Account. Internet Reimbursement - \$50/month. \$750 Home office stipend. \$10k Adoption Benefit. Comprehensive Family Planning Covered on Merit. Please mention the word ****AMUSE**** and tag **RMjE3LjYxLjlzLjE2MQ==** when applying to show you read the job post completely

Hiring organization

Automox

Job Location

Austin, Texas, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

June 2, 2024

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(#RMjE3LjYxLjIzLjE2MQ==). 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