

## Product Marketing Manager

### Description

About Prefect: Prefect, the open-source data workflow automation platform. Our remote first company is singularly focused on this vision, and every team member directly contributes to its advancement. Every role solves a problem, and everyone can see exactly how their work helps achieve our mission. To that end, we've carefully created a supportive, high-performance culture – the operating system of our company – that empowers our team to do the best work of their careers and achieve their personal and professional aspirations. We are looking for folks who want to join a remote-first team #LI-Remote to build an equally amazing company and product. In deciding whether to apply for a role at Prefect, consider whether your values align with ours. Role Summary: As a Product Marketing Manager, you will enhance our product messaging, ensuring it resonates with our users and prospects. Your technical product knowledge, customer insights, and storytelling skills will help drive our GTM strategy, build brand awareness, and accelerate pipeline. You will lead cross-functional projects that activate the entire company and transform our approach for the next phase of growth. You will collaborate with Product leadership, Sales leadership, and be a central member of Prefect's Marketing Team. You will report to our SVP of Marketing, Ravi. What You'll Do: Gather market insights that drive company strategy: Build and own the development of crucial market research assets such as competitive insights, persona analysis and our win-loss program. Create company messaging, positioning and targeting: Work with stakeholders in product, marketing, and sales to manage the development and refinement of foundational GTM assets including messaging and ideal customer profile. Lead launches and campaigns: Build and drive the messaging, content and program plans for product launches and campaigns that inspire awareness and demand. Ship and refine GTM collateral: By identifying friction points in sales opportunities, create and improve sales assets including the first call deck, one pagers, and case studies. Activate users: Partner with product to improve user activation through in-product campaigns, tutorials, email campaigns, and video content Partner with Product and Sales Departments: Develop a sustainable product announcement process and calendar in partnership with the product team, work with sales to understand their needs and our customers. Your Qualifications: 4+ years of experience in product marketing Experience working at B2B SaaS companies, ideally with data products or developer tools High curiosity to learn technical products and audiences Experienced storyteller, with experience simplifying and articulating complex concepts Program management abilities, creating structured plans that clarify goals, timelines, and responsibilities for cross-functional marketing projects Experience running successful product launches Experience managing multiple projects with varied and overlapping timelines You enjoy working collaboratively with different teams and influence decision-making without direct authority Experience using AI to increase productivity in marketing efforts Bonus if you have experience working in high growth companies scaling to \$50M ARR What You'll Get in Return: We take care of our team- our benefits are top-notch so that employees can work comfortably from wherever in the world they call home. Check out some of our most exciting benefits offered below. Remote-first team with flexible-first culture Equity Stock Options 401(k) with 5% company match (vests immediately!) Unlimited PTO Medical, Dental and Vision insurance Generous Parental Leave Life Insurance and Disability benefits \$800 remote work stipend for whatever you need to work (food, wellness, equipment etc.) And that is just the start, there's more! For more info check out our top-of-the-line benefits and perks on our careers page. The U.S. base salary range for this full-time position is \$78,000-\$126,000. Our salary ranges are determined by role, level, and work location. The range displayed on each job posting reflects the minimum and

### Hiring organization

Prefect

### Job Location

Remote

### Base Salary

\$ 50000 - \$ 90000

### Date posted

June 5, 2024

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maximum target for new hire salaries for the position across all US locations. Your recruiter can share more about the salary range for your preferred location during the hiring process. Please keep in mind that equity is not included in the range provided above and will represent a significant part of your total compensation.

Benefits and any bonus or incentive compensation is also not included in the range provided above.

**Belongingness at Prefect:**

Belongingness at Prefect is our commitment to ensuring mutual power, access, and opportunity among all groups and individuals who make up our community. We operationalize belongingness through actions large and small on a daily basis, but always with the goal that all groups and individuals can contribute as their most authentic self to the evolution of our product, our team, and our community. Belongingness is also our commitment to bridge with individuals or groups not yet established in our community, acknowledge differences in a way that affirms distinct identities, and allows for a new, more expansive group identity to form.

**Equal Opportunity at Prefect:**

Prefect is an equal opportunity employer and encourages applications from people of all backgrounds. All applicants will be considered for employment without attention to race, religion, color, sex (including pregnancy, sexual orientation and gender identity/expression), national origin, disability or any other status protected under applicable federal, state, or local laws.

Sarah is a real live person (ðŸŽ‰ðŸŽ‰ðŸŽ‰ðŸŽ‰) and is looking forward to learning more about you through your application.

Please mention the word **\*\*AFFLUENCE\*\*** and tag RNDQuMjMOlJEO NS4xMTU= when applying to show you read the job post completely (#RNDQuMjMOlJEO NS4xMTU=).

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