

Product Marketing Manager Pricing

Description

Vimeo's Product Marketing Team is searching for a passionate and analytical Pricing Lead to bring our offerings to life through compelling pricing and packaging GTM rollouts. You will be responsible for the development and implementation of Vimeo's Pricing strategy across all routes to market (self-serve and sales-assisted) and deliver customer-friendly, innovative pricing solutions to drive sustainable growth & improve customer buying journeys. You will collaborate cross-functionally with Product, Revenue & Go-To-Market Leaders to align our organization behind our strategy and oversee the implementation of them. Pricing and packaging is an integral lever to accelerate Vimeo's revenue growth. It touches nearly every part of our business and is a critical part of our customer experience. A successful candidate will be highly analytical and have a track record of delivering results in a fast-paced and dynamic business environment. This is a highly visible individual contributor role, reporting to the Head of Product Marketing.

Candidates based in NYC or East Coast preferred What you'll do: Lead the development and optimization of our pricing and packaging strategy based on business goals Conduct primary research and experiments to ensure our pricing and packaging initiatives solve for customer needs and drive ongoing revenue growth for Vimeo Lead the cross-functional operationalization of pricing & packaging initiatives & ensure we have the right process to initiate and make pricing changes Partner cross-functionally to enable revenue teams and customers on launching pricing and packaging changes. Monitor and measure strategies to evaluate growth, uncover friction, and refine strategies over time. Skills and knowledge you should possess: 6+ years of product marketing and pricing experience. Understanding of SaaS business models, product-led growth principles, and hybrid GTM models (self-serve and sales-assisted). Experimentation mindset with experience running pricing research. Exception GTM/project management experience, working with cross-functional teams collaboratively Bias for action - both strategically and tactically Demonstrated ability to ask the right questions and to use sound business judgment when collaborating with a wide-range of stakeholders Clear and compelling communicator Targeted Base Salary Range: \$110,700.00 to \$169,500.00 The base salary range listed above is for candidates located in the U.S., including the New York City metro area. At Vimeo, we strive to hire and nurture amazing talent across the globe. Actual salaries will vary depending on factors including but not limited to experience, specialized skills, internal alignment and a candidate's home base. Base salary is just one component of Vimeo's total rewards philosophy. We offer a wide range of benefits and perks that appeal to the variety of needs across our diverse employee base! Other rewards may include bonus or commission, Restricted Stock Units (RSUs), paid time off, generous 401k match, wellbeing resources, and more.

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Contacts

Job listing via [RemoteOK.com](https://www.remoteok.com)

Hiring organization

Vimeo

Job Location

New York City, New York, United States

Base Salary

\$ 62500 - \$ 97500

Date posted

June 5, 2024

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