

Senior Product Marketing Manager Core

Description

Grammarly team members in this role must be based in the United States or Canada, and they must be able to collaborate in person 2 weeks per quarter, traveling if necessary to the hub(s) where the team is based. The opportunity Grammarly is the world's leading AI writing assistance company trusted by over 30 million people and 70,000 professional teams every day. From instantly creating a first draft to perfecting every message, Grammarly's product offerings help people at 96% of the Fortune 500 get their point across and get results. Grammarly has been profitable for over a decade because we've stayed true to our values and built an enterprise-grade product that's secure, reliable, and helps people do their best work without selling their data. We're proud to be one of Inc.'s best workplaces, a Glassdoor Best Place to Work, one of TIME's 100 Most Influential Companies, and one of Fast Company's Most Innovative Companies in AI. To achieve our ambitious goals, we're looking for a Senior Product Marketing Manager to join our core Product Marketing team. This role will own Grammarly's core product and play a critical role in connecting new and existing features to end users through an analytical, customer-led lens. They will lead new product launches to drive user acquisition and product adoption, and they will have a massive impact on Grammarly's global user base of over 30 million users. Your impact As Senior Product Marketing Manager, you will report to the Core Product Marketing Lead and work most closely with Product, Communications, and Marketing to establish Grammarly as the leading AI writing partner. This person will become an expert on Grammarly's end users and will use these customer insights to influence the product roadmap. This person will also develop messaging, positioning, and launch strategies to bring new product offerings and features to market in a way that connects with our target customers' needs. In this role, you will: Engage directly with professionals to understand pain points, use cases, and desired solutions with writing and communication. Partner with the Product Management team across the product lifecycle to ensure we bring to market highly valuable features that will make a meaningful impact on the business. Develop core messaging and positioning for the Grammarly product and features, ensuring they connect with target audiences. Drive product launches, including messaging and positioning, communications (in collaboration with PR), enablement, and assets. Work closely with analyst relations, customer, and competitive marketing teams to shape and respond to the market. We're looking for someone who Embodies our EAGER values: is ethical, adaptable, gritty, empathetic, and remarkable. Is inspired by our MOVE principles, which are the blueprint for how things get done at Grammarly: move fast and learn faster, obsess about creating customer value, value impact over activity, and embrace healthy disagreement rooted in trust. Can collaborate in person 2 weeks per quarter, traveling if necessary to the hub where the team is based. Has 5-8+ years of SaaS product marketing experience, preferably spanning both B2C and B2B. Demonstrates exceptional product messaging and positioning skills with the ability to distill technical innovation into user value. Has the proven ability to influence product strategy with a thorough understanding of the customer, competitors, and business. Can empathize with our customers, understand their needs, and translate their voice into effective marketing strategies. Can successfully coordinate and direct multiple stakeholders, details, and timelines toward a specific goal. They can move themselves and others to action, even if there is incomplete information, uncertainty, or other hurdles. Has a strong analytics and data-driven mindset, with the ability to gain insights from complex

Hiring organization

Grammarly

Job Location

Remote

Base Salary

\$ 60000 - \$ 97500

Date posted

June 6, 2024

Apply Now

datasets and translate them into actionable insights. Support for you, professionally and personally

Professional growth: We believe that autonomy and trust are key to empowering our team members to do their best, most innovative work in a way that aligns with their interests, talents, and well-being. We support professional development and advancement with training, coaching, and regular feedback. A connected team: Grammarly builds a product that helps people connect, and we apply this mindset to our own team. Our remote-first hybrid model enables a highly collaborative culture supported by our EAGER (ethical, adaptable, gritty, empathetic, and remarkable) values. We work to foster belonging among team members in a variety of ways. This includes our employee resource groups, Grammarly Circles, which promote connection among those with shared identities, such as BIPOC and LGBTQIA+ team members, women, and parents. We also celebrate our colleagues and accomplishments with global, local, and team-specific programs. Compensation and benefits Grammarly offers all team members competitive pay along with a benefits package encompassing the following and more: Excellent health care (including a wide range of medical, dental, vision, mental health, and fertility benefits) Disability and life insurance options 401(k) and RRSP matching Paid parental leave Twenty days of paid time off per year, eleven days of paid holidays per year, and unlimited sick days Home office stipends Caregiver and pet care stipends Wellness stipends Admission discounts Learning and development opportunities Grammarly takes a market-based approach to compensation, which means base pay may vary depending on your location. Our US and Canada locations are categorized into compensation zones based on each geographic region's cost of labor index. For more information about our compensation zones and locations where we currently support employment, please refer to this page. If a location of interest is not listed, please speak with a recruiter for additional information. Base pay may vary considerably depending on job-related knowledge, skills, and experience. The expected salary ranges for this position are outlined below by compensation zone and may be modified in the future. United States: Zone 1: \$194,000-\$237,000/year (USD) Zone 2: \$174,000-\$213,000/year (USD) Canada: Zone 1: \$173,000- \$211,000/year (CAD) We encourage you to apply At Grammarly, we value our differences, and we encourage all—especially those whose identities are traditionally underrepresented in tech organizations—to apply. We do not discriminate on the basis of race, religion, color, gender expression or identity, sexual orientation, ancestry, national origin, citizenship, age, marital status, veteran status, disability status, political belief, or any other characteristic protected by law. Grammarly is an equal opportunity employer and a participant in the US federal E-Verify program (US). We also abide by the Employment Equity Act (Canada). Please mention the word ****UPBEAT**** and tag `RMzQuMjEzLjEzNS40OA==` when applying to show you read the job post completely (`#RMzQuMjEzLjEzNS40OA==`). 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