



Product Marketing Manager

Let's start with why.

This is how we work at Profound Impact. Start with why, focus on things that matter. Get stuff done while taking ownership of success and maintaining a high level of creativity and technical expertise.

Our purpose to create a profound impact extends into society as we engage our team with learning opportunities, social impact practices, and professional development to fuel collaborative innovation and trust. We work as one in a flexible work environment that gives you the autonomy to work at your best. We support our team with programs to match donations, provide volunteer time off, develop new skills, and commit to sustainability. Your values contribute to Profound Impact's direction creating inclusivity and belonging in all that we do.

Help us connect great people to do great things at Profound Impact!

Job Location:

Profound Impact is primarily a virtual company so you can work from anywhere in Canada or the US.



About you as Product Marketing Manager

You are a seasoned and experienced Product Marketing Manager who possesses:

- 1) a unique blend of business and tech savvy;
- 2) a big picture vision and an eye for detail;
- 3) the drive to make that vision a reality.

You enjoy spending time with Profound Impact's existing and potential customers to understand their challenges and find innovation solutions that also apply to the broader market. You enjoy creating and managing effective ways of bringing solutions to market.

As Product Marketing Manager you are the internal expert for the market including market definition, sizing and segmentation, detailed knowledge of the competitive landscape, and intimate understanding of how customers evaluate and purchase our solutions. You help craft the messaging and positioning for Profound Impact's offerings and develop innovative marketing programs that drive demand.

From introduction to adoption, you drive market penetration of Profound Impact's products and build the customer value proposition through innovative delivery of product marketing initiatives.

You bring domain expertise of trends in our targeted markets to share with Senior Management and the Development team so that our product roadmap accurately reflects market opportunities.

You are passionate about creating engaging customer experiences. You have experience working with high volume systems where performance matters. You approach what you do as a craft and take meticulous care at every step. You thrive on challenge and enjoy working with a team of people to deliver the best possible result.

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Here's what you'll get to do:

As Product Marketing Manager reporting to the President and CEO, you will be responsible for understanding the needs of the market, developing product marketing strategies and plans that are designed to meet those needs.

In this role, you will:

- Be the expert on customer needs identifying target markets and segments to help define product offerings that solve customer problems.
- Lead all primary and secondary market research for our key market segments. Identify trends and opportunities within the company's targeted segments and drive recommendations.
- Develop new ideas based on market analysis and empirical information.
- Conduct strategic competitive analysis and reviews of key competitors.
- Work with Product Development to create product/program strategies and roadmaps.
- Develop the value proposition, positioning, messaging, and pricing that differentiate our products in the market.
- Plan and execute the launch of new products and services and manage the cross-functional implementation of the plan.
- Work with the Developers, Project Managers and Operations teams to successfully bring to market comprehensive solutions.
- Work closely with Product Development to support the execution of launch plans, including documentation, demonstrations, certification, positioning, and sales collateral.

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- Work on developing a consistent marketing message throughout the end-to-end customer experience that aligns brand and product goals.
- Work with internal and/or third-party organizations to develop and execute marketing deliverables.
- Establish metrics for the measurement of marketing program effectiveness.
- Build and manage the marketing budget.
- Become an internal and external evangelist for Profound Impact's product offerings.
- Recommend product harvesting/divestiture where/when appropriate.

Senior management responsibilities will include:

- Serving as a key and active member of the senior management team.
- Actively participating in the creation and execution of strategic and tactical planning activities.
- Monitoring and communicating business metrics regarding revenues, profitability, market share and product portfolio mix.
- Accepting responsibility and ownership for special projects as assigned.
- Leading by example: leadership, professionalism, exemplary management principles, good judgment, good attendance, punctuality, etc.



How to Apply:

Please send your resume to careers@profoundimpact.com with the subject line Product Marketing Manager

About Profound Impact:

Profound Impact is a woman owned Canadian company. We have developed a next-generation social engagement and interaction platform for use by organizations and their alumni and other stakeholders to discover, measure and demonstrate the impact that the institution and its community have had and continues to have on the world. Profound Impact solutions are unique and innovative because of their differentiators including the development on a foundation of privacy and security, capacity for visualization, performance of data analytics, and use of cloud and graph technologies to generate meaningful metrics. Building on the data aggregation, augmentation and analytics, our products are bringing actionable insights to our clients with the goal of understanding long-term impact and refinement of client's programs.

Learn more about us at www.profoundimpact.com.