



Head of Product Marketing

PreciseTarget is first and foremost, a data science company helping sellers and marketplaces acquire, engage and reactivate customers. We live at the intersection of data science and digital commerce, helping customers solve difficult problems with AI-based solutions. We've taken an innovative approach to data modeling, using billions of SKUs and consumer transactions to create detailed profiles of retail purchasing preferences of virtually every US adult shopper. And, the good news is that we are growing! We are looking for a **Head of Product Marketing** to oversee all activities related to bringing our innovative suite of digital marketing solutions to market.

The **Head of Product Marketing** will be responsible for overseeing all activities associated with bringing our products to market and articulating their value to our clients and partners. You will work closely with the product, marketing and sales teams to understand client needs and translate our products' unique attributes into benefits for the customer as well as providing client feedback to the product team to inform the product development roadmap. If you are entrepreneurial and eager to thrive in a high growth environment, this role is for you!

You're a good fit for this job if:

- You're growth obsessed and relationship driven.
- You're a visionary always looking for ways to distinguish from the competition.
- You have strong strategic planning skills and can assess market opportunities quickly and accurately
- You thrive in constantly evolving, fast-paced, dynamic environments.
- You're results oriented with a proven track record of leadership and taking ownership that produces exceptional results.
- You build trust quickly and can lead by influence with the ability to translate between commercial and operational audiences.

Job Summary

Responsible for supporting marketing, product development and sales in packaging, promoting, and articulating the value proposition of PreciseTarget's suite of retail data and analytics products. This position will serve as a creative input as well as a project management liaison between product development/technology and the go-to-market team with a goal of developing and communicating data and analytics solutions that support Precise Target's positioning as the first and only company to successfully profile customers based on their Retail Taste.

Primary responsibilities:



- Document product vision, definitions, business requirements, and stated value propositions to key customers
- Ensure that marketing/communications efforts support product launch positioning and customer objectives.
- Project manage cross-departmental coordination of milestones and objectives for product delivery, promotion, and sell through.
- Work with product management team to ensure process is efficient.
- Track product performance against objectives and revenue goals.
- Ensure customer satisfaction goals are met and that customer feedback is documented for action from product development.
- Support marketing team in creating and maintaining an up-to-date library of sales collateral, email outreach, channel communications, webcasts, and websites updates/upgrades.
- Monitor product and marketing success metrics on a product-by-product basis.
- Drive profitable sales, brand growth and loyalty.
- Reports to COO with matrixed accountability to VP of Product Development

Minimum Qualifications:

- Bachelor's degree in business or related field or equivalent experience in Business or related field
- 3-5 years of experience in ecommerce, data, or digital marketing

Desired Qualification:

- 5+ years of successful product marketing experience, preferably in digital marketing, data, or retail tech
- Proven ability to build strong business relationships grounded in trust and partnership.
- Analytical and process-oriented, comfortable making data-driven decisions
- Demonstrated ability to work as part of a cross-functional team to drive positive business outcomes.
- Assertive, adaptable and demonstrates initiative in a fast-paced environment with competing priorities.

Who We Are

We're small but rapidly growing, we've got the audacity to take on the never solved problems, we believe success requires failing often and fast, we think meetings should be both demanding *and* fun, we've noticed the word impossible also says I M possible, and we take immense pride in being the small company that solved the problem beyond the capabilities of the goliath who preceded us in the account. Our leadership team includes people with deep experience in startups, -- our founder, Rob McGovern, started CareerBuilder, which grew to \$1 billion in



revenue. Our team is a diverse set of great minds of all ages who are committed to putting data to work for consumer businesses.

PreciseTarget is an equal opportunity employer and is committed to equal employment opportunities in all employment practices and decisions including: recruitment, hiring, promotion, training, compensation and disciplinary action with regard to the terms and conditions of employment. The Company does not discriminate on the basis of national origin, race or color, religion, age, disability, handicap, ancestry, sexual orientation, veteran status, marital status, gender identity, family responsibilities, or sex, including pregnancy, childbirth, and other pregnancy related conditions, genetic information or status, criminal record, or any other legally protected characteristic.

CONTACT US

If users have any questions or suggestions regarding this Privacy Policy, please email us at:

Email: feedback@precisetarget.com

Address:

PreciseTarget, Inc.
7201 Wisconsin Avenue, Suite 650
Bethesda, MD 20814
Attn: Customer Care

