

SiteLock Needs A Product Marketing Manager

SiteLock is the Global Leader in business website security and is the **only** web security solution to offer complete, cloud-based website protection. We find and fix threats, prevent future attacks, accelerate website performance and meet PCI compliance standards for businesses of all sizes (basically like Batman if Gotham City was the internet). Our mission is to protect every website on the internet (yes, we know that's a colossal goal, but we are THAT good), that's why we need talented people like yourself to join our ever-growing team!

That's Nice, But What's The Job?

As a Product Marketing Manager, you will lead and collaborate with product development, plan the launches of net-new products and releases of existing product enhancements, manage the cross-functional implementation of the plan, work with the teams to drive demand and adoption with an emphasis on sales enablement. In addition....

- Develops and delivers differentiated products and messaging to win in the marketplace partnering closely with the Product development team
- Plan and execute on the launch of new products and releases and manage the cross-functional implementation of the plan
- Be the expert on small businesses, how they evaluate and buy website security and other related products and service offerings to develop robust product pipeline, material development and partner pull-through
- Be the expert on the competition and how to beat them; Follow and analyze market trends to position the product and identify new required capabilities
- Provide customer insights and analysis to shape messaging and marketing approach
- Develop and build strong internal and external relationships with key stakeholders in an effort to drive the overall business
- Owns and creates content (e.g. data sheets, infographics, solution briefs, white papers, user guides, web tutorials, web content, presentations, sales documentation, product videos, website copy, blog posts, release announcements) to articulate the benefits of the products and services
- Develop and execute marketing initiatives for the Channel team, including project management.

What Are We Looking For?

- 5+ years of product/channel marketing experience
- Management/supervisory experience with proven team/consensus building skills
- Strong experience in developing concise, customer-oriented messaging and positioning for technical products based on customer research and insights.
- A customer-centric view with a passion for gaining customer insights and translating insights into strategies and executions
- Solid analytical ability to draw out insights and make data-driven decisions, with track record of "test & learn" mindset

- Excellent written, presentation and verbal communication skills, including the ability to communicate complex concepts clearly and simply
- Comfortable presenting and speaking with executives and leadership teams
- Collaborative, flexible, and open mindset.

Nice To Haves

Bachelor's degree in Marketing, Public Relations, Journalism or a related field; MBA preferred.

Anything else? Absolutely.

SiteLock was recently awarded the Best of Cool award for our great culture by BestCompaniesAZ and are one of the Best Places to Work as awarded by Arizona Business Journal. Essentially, we offer a relaxed, friendly, fun and upbeat environment since we work here too! SiteLock is also the Fastest Growing Software Company in Arizona two years in a row per Deloitte's Fast 500, and we aren't slowing down anytime soon!

So What About The Perks? Perks Matter.

- **Medical, Dental and Vision.** SiteLock pays a nice chunk of your premiums to keep the cost as low as possible for our employees.
- **15 days of PTO and 7 paid Holidays.** Because who doesn't love time off?
- **Benefits like 401(k), company paid life insurance, short and long-term disability.**
- **Casual Dress.** Come dressed in jeans (you'll fit right in with the rest of us).
- **Free Food.** Yeah, you heard that right! To make Mondays feel less like Monday, breakfast is provided and to make Fridays even better, lunch is catered in.
- **Game Room.** Gimme a break – no, not a Kit Kat ad but we do have a ping-pong table, shuffle board and PlayStation if you ever need a break in your day.
- **Wellness Program.** We want our employees to be the best versions of themselves. That's why we offer a Wellness Program that includes an in-house Fitness coach, back massages, allergy testing, biometric screenings and much more!
- **Growth opportunities.** When we grow... our people grow! Our plan is to double in size by 2021. In order to do that, we need to develop our team members and foster their knowledge in cyber security and business.