

Job Description: Product Marketing Manager

About L2L

L2L is a leading SaaS platform for global manufacturers. We help these manufacturers achieve world-class performance by digitally unifying their people, processes, and machines. Our EAM solution (Enterprise Asset Management System) unifies complex plant processes for over 100,000 users, helping them reduce machine downtime, improve response time to production issues, and reduce the cost of overall maintenance. L2L is backed by M33 Growth, a growth-focused private equity firm in Boston Massachusetts that provides both capital and resources to develop already-great businesses into market leaders.

L2L offers great benefits including:

- Fully remote workforce across United States
- Medical and dental insurance
- 401K
- Flexible PTO policy
- Paid holidays

You Will Make an Impact

As product marketing manager, you will be a leader on the team responsible for telling the world (and company) the story of our product. You will be expected to be our chief advocate for our smart manufacturing portfolio features and benefits. Additionally, you will be charged with crafting the strategy around the messaging and marketing for new launches.

You Will:

- Together with the product team, educate both internal and external stakeholders on our product features and their benefits.
- Refine our buyer personas to accurately reflect their titles, backgrounds, key issues, buying criteria, etc.
- Create sales collateral, product videos, website copy, and blog posts to articulate the benefits of our products to the world.
- Develop battle cards and sales scripts to help the sales team effectively compete against competitors.
- Assist sales on calls when appropriate to provide deeper dives into the product.
- Speak and present both internally and externally to promote the story of our product.
- Measure and optimize the customer journey as it relates to product feature adoption and usage.
- Together with the executive team, conduct win/loss interviews to determine our competitiveness based on completed external buying processes.

You Have:

- BA/BS degree
- Past experience in product marketing, and/or product management with a SaaS or enterprise technology vendor.
- Excellent written and verbal communication skills -- there is a heavy amount of writing, presenting, and selling ideas in this role.
- Prefer working in a collaborative, cross-team capacity. This role requires you to work across functions and departments to bring to life the product. You are at the center of our entire organization, constantly interacting with teammates and partners.