

## PRODUCT MARKETING MANAGER

As a Product Marketing Manager for CONFIRMATION (part of Thomson Reuters), you will lead a wide range of product marketing initiatives supporting product growth goals across the globe. If you're customer-focused, product-minded, creative, strategic, and entrepreneurial, this is an opportunity for you to play a critical role in global marketing team.

In this role, you'll be responsible for communicating value and increasing sales effectiveness across all of our product lines. You'll drive product messaging and positioning, enable our Sales teams with content and tools aligned to customer needs in various stages of the sales cycle, help develop marketing initiatives, and collaborate with cross-functional teams to achieve business goals.

This position is based in Nashville, Tennessee. It is an individual contributor role, reporting to the Chief Marketing Officer for CONFIRMATION, and working closely with field marketing and content marketing teams. If you're a creative and quantitative thinker, skilled in current product marketing techniques, consider yourself a results-oriented "doer," and are eager to make an impact, then we want to talk to you!

### Responsibilities

- Understand market needs, competition, and trends to define product positioning and messaging.
- Develop product expertise and a deep understanding of product usage behavior.
- Collaborate with Sales to understand their needs and create enablement deliverables that reinforce positioning, value statements, buyer journey, and competitive position.
- Plan and execute product and feature launches with cross-functional teams.
- Work with Thomson Reuters and CONFIRMATION marketing and sales teams on GTM.
- Work with marketing team to plan and implement programs aligned to the customer lifecycle.
- Continuously evaluate marketing impact and leverage data to inform strategy and new tactics.

### Requirements

- BA/BS in marketing, communications, or similar field
- 5+ years of experience in product marketing, product management, or similar
- Team player who can work across an organization to build a plan, get alignment, and execute
- Excellent communication, presentation, writing, editing, and project management skills
- Proven track record of successful product launches, converting technical language into value-oriented messaging, and creating highly effective sales materials
- Analytical mind and strong quantitative skills
- Technical aptitude and familiarity with platform and/or data products
- Passion for working in an agile, fast-paced organization
- *Bonus:* Background in SaaS platforms & experience marketing to fintech decision-makers



## **About CONFIRMATION (part of Thomson Reuters)**

CONFIRMATION is the digital platform and global network trusted by audit firms, banks, law firms, and credit managers to quickly and securely verify financial data. Founded in 2000, we invented electronic confirmations and have reshaped and modernized the audit confirmation process. Today, CONFIRMATION helps nearly 1.5 million users across 170 countries confirm more than \$1 trillion in financial data every year. Our patented service minimizes fraud and brings efficiency to the confirmation process, plus our guaranteed in-network responses and global team of 200 people in 10 offices worldwide ensure a premium service for our clients. To learn more about please visit [confirmation.com](https://confirmation.com).

CONFIRMATION was acquired by Thomson Reuters in 2019 and is now part of a global company with more than 25,000 employees in more than 100 countries. To learn about careers at Thomson Reuters, please visit [thomsonreuters.com/careers](https://thomsonreuters.com/careers). More information about Thomson Reuters can be found on [thomsonreuters.com](https://thomsonreuters.com).