



Product Marketing Manager

CONFIRMATION is looking for a creative, strategic, and entrepreneurial Product Marketing Manager to lead a wide range of marketing activities supporting product growth goals across the globe. You'll play a critical role in a fast-growing company, driving high-impact marketing strategy and execution.

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 Brentwood, Tennessee. It is an individual contributor role, reporting to the Chief Marketing Officer, and working closely with Field 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 the 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.

Preferred Skills

- 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.
- 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.
- Background in SaaS platforms & experience marketing to fintech decision-makers.

Qualifications

- BA/BS in marketing, communications, or similar field preferred.
- 5+ years of experience in product marketing, product management, or similar preferred.
- Proven track record of successful product launches, converting technical language into value-oriented messaging, and creating highly effective sales materials.

Compensation

- Compensation commensurate with experience and education.

About Confirmation

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.

Apply on our website or send resume to careers@confirmation.com.