



Product Marketing Manager

WellRight is a leading provider of corporate wellness software that helps companies help their employees become healthier. Our mission is to change people for good through positive habit formation. WellRight provides a fun, energetic, and supportive environment to work in. Our solutions are industry leading and built on the latest web scale, cloud technologies.

We are looking for a full time Product Marketing Manager that is passionate about marketing high-quality software. Someone who is ready to jump in and learn our complex product and translate technical capabilities into compelling benefits. The ideal candidate will understand the industry and market needs in order to create product positioning and go to market strategies. Someone who is creative and is ready to lead the process from beginning to end. A motivated problem-solver with a positive, inquisitive attitude, willingness to roll up one's sleeves to get the job done and like working with highly creative teams.

Responsibilities:

- Responsible for gathering competitive industry and market analysis to understand customers needs, current trends and partnership opportunities
- Develop clear positioning and messaging driven by user insights and data that sets WellRight apart from competitors
- Become the product expert and clearly communicate value proposition of the product and grasp and translate technical capabilities into compelling benefits to external and internal stakeholders
- Support Sales and Marketing to ensure market-facing teams have appropriate resources including datasheets, user guides/FAQs and sales presentations
- Work with Product Management to make sure our products (mobile and web) are developed and appropriately evolve to meet the changing needs of the audience, designed with results in gaining/maintaining a competitive edge in the market and meet profit and business goals
- Plan the launch of new features and releases and manage the cross-functional execution of the plan

Requirements

- Ability to manage multiple priorities and effectively deliver in a fast-paced, dynamic environment
- Excellent interpersonal, writing, communication, and presentation skills
- Experience working with cross-functional teams
- Strong project management and organizational skills are a must - know how to conceptualize and execute a plan
- Extreme attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into compelling benefits is crucial
- Creative, analytical and a self-starter willing to dig in and own projects
- Minimum 3 years of product marketing experience in digital Healthcare, Wellness and/or Employer Benefits is a must. Ideal experience marketing to broker/consultants or TPAs
- Experience marketing a web-based and/or mobile product is a plus
- BA/BS required