



## Product Marketing Manager - Customer Marketing

### Company Overview:

For the past 20 years, Moraware has thrived as a bootstrapped company and grown our customer base in a small niche by having a great product, excellent customer support, and building a brand reputation as the industry-leading software for countertop fabricators. With over 2,600 customers today, we're looking for an experienced product marketing professional who will create and drive the strategy, development, and execution of our customer marketing program to drive the next phase of growth for the business.

Success in this role means driving activation, upsell, and retention within the customer base. We operate as a lean team, so you will have ownership over your work from start to finish, will have a voice to advocate for the customer, and will work cross-functionally with the product, customer success, and sales teams.

### What You'll Do

- **Customer Lifecycle Management:** Lead and execute lifecycle marketing strategies across the marketing funnel including onboarding, activation, upselling, and retention
- **Marketing Strategy:** Develop a quarterly marketing roadmap to build and test new customer growth opportunities that drive engagement and upsell while supporting the goals of sales, product, onboarding, and strategic initiatives of the business
- **Customer Communication:** Create compelling and targeting messaging across various channels to communicate product updates, company news, and educational content
- **Customer Advocacy:** Cultivate brand advocates, leveraging programs to drive reviews, referrals, testimonials, and case studies
- **Product Positioning & Messaging:** Collaborate with product managers to develop compelling positioning and messaging that resonates with target audiences and differentiates Moraware in the market
- **Cross-Functional Collaboration:** Collaborate with customer success, sales, product, and other teams to align marketing efforts with overall business objectives and ensure a seamless customer experience
- **Reporting and Analytics:** Monitor and report on campaign and program performance, product adoption, and customer engagement owning measurement, tracking accuracy, and KPI definition
- **Market Research:** Stay informed about industry trends, competitive landscape, and customer needs to inform priorities and marketing strategies



## What You Bring:

- 5+ years of experience leading full funnel lifecycle initiatives, product marketing, or customer marketing for SMB SaaS product
- Hubspot experience; marketing automation and email campaigns
- Bachelor's degree, preferably in Marketing, English, Communications, or equivalent
- High attention to detail; ability to manage multiple priorities with excellent follow-through
- Exceptional writing skills; ability to digest information and turn it into compelling content
- Analytical and results-driven; ability to assess data to inform recommendations
- Self-starter with the ability to execute with limited supervision

More important than skills, we are looking for someone who matches our values:

- Passion for Solving Business Problems
- Take the Long-Term View
- Focus on the #1 Priority
- Make Incremental Improvements
- Be Collaborative
- Say What You Think

## Working at Moraware

We're a fully remote company. In this role, you will work remotely from NV, CA, OR, or WA, but periodically travel to meet with team members and customers in person.

In addition to a competitive salary, Moraware incentivizes our whole company for growth and profitability through a profit-sharing program that helps make this a company you'll want to stay with for the long term.

We offer four weeks of paid time off, ten sick days, matching 401(k), and we pay for 100% of health insurance premiums for you and your family. We also offer a stipend for professional development to help you continue your career journey.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Salary: \$120,000 + Profit share

## How to Apply

If this sounds like the perfect match for you, send your resume and cover letter to [marketingjobs@moraware.com](mailto:marketingjobs@moraware.com). In your cover letter please include:

- 3-10 sentences about why you are qualified to lead customer marketing at Moraware
- 3-10 sentences describing why you're proud of a specific project