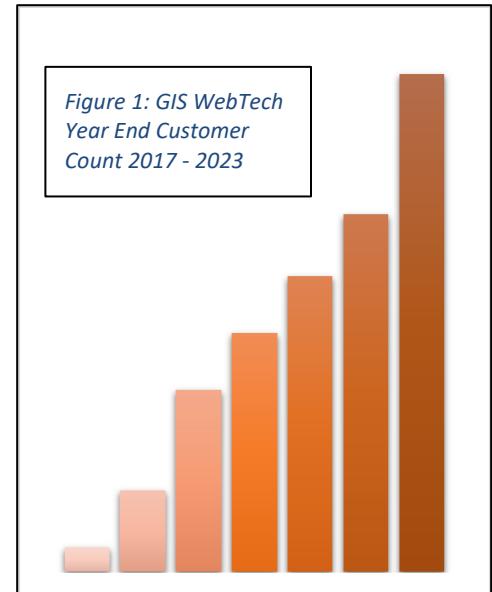




**Job Title:** Product Marketing Manager

**Company Overview:** GIS WebTech is a rapidly growing SaaS business focused on online site selection and related GIS applications. Our cutting-edge applications are built natively on the Esri ArcGIS platform and used by economic development organizations to attract and retain growing businesses, and by businesses to make data-driven decisions regarding optimal site locations. We are seeking a highly skilled and motivated Product Marketing Manager to join our dynamic and growing team.

**Job Description:** As a Product Marketing Manager, you will play a crucial role in shaping and marketing our GIS SaaS applications. You will collaborate with cross-functional teams, including software engineers, executives (CEO, COO and CTO), sales and customer success staff. In addition to leading our product marketing activities, you will be heavily involved in defining and executing our product roadmaps. You will report directly to our CEO.



**Responsibilities:**

- **Develop and Execute Go-to-Market Strategies:** Collaborate with other team members to define product positioning, messaging, and unique selling points (USPs). Plan and execute go-to-market strategies that drive awareness, demand, and adoption for new and existing products.
- **Create Content:** Work closely with our marketing agency to create high-impact sales and marketing collateral, including product briefs, presentations, case studies, whitepapers, webinars, blog posts, and social media content that effectively communicate product value and benefits.
- **Manage Campaigns:** Plan, develop, and execute multi-channel marketing campaigns to generate demand and drive product adoption. Track and analyze campaign performance to optimize strategies and improve ROI.
- **Monitor and Report on Metrics:** Monitor and report on the performance of product marketing initiatives, including lead generation, conversion rates, customer acquisition costs, and campaign effectiveness. Use data to refine and improve marketing strategies.
- **Partner with Sales:** Partner with the Sales team to enhance their ability to sell our products. This includes creating product demos, FAQs, and other sales enablement materials.
- **Conduct Market Research and Competitive Analysis:** Conduct occasional market research and comparison analysis of competitive products.
- **Represent GIS WebTech at Conferences:** Attend and occasionally host sessions at conferences, a major sales and communication channel for our company, across the US and Canada.



**Qualifications:**

- Minimum three years' experience in marketing or product management, preferably in a SaaS business. A technology background is not required but an affinity for technology is a must.
- Excellent written and verbal communication skills.
- Ability to work collaboratively and engage effectively with cross-functional teams.
- Bachelor's or Associate's degree is preferred but not required.

**Compensation & Benefits:** Compensation includes a competitive base salary, annual bonus based on achievement of a blend of company and personal goals, medical insurance, generous 401(k), and paid vacation. The company will provide a laptop and monitor and will reimburse home internet and cell phone service.

**Location:** GIS WebTech is fully remote and our staff are free to live where they prefer. Please note that this position includes significant travel and all applicants should expect to travel regularly, especially in the spring and fall.

Join us in revolutionizing the way businesses make location decisions and the way economic developers recruit and retain businesses. If you are passionate about cutting-edge GIS technology, have a strategic mindset, and thrive in a fast-paced, high-growth environment, we would love to hear from you.

To apply, please submit your resume, along with a cover letter highlighting your relevant experience and achievements, to [hr@giswebtech.com](mailto:hr@giswebtech.com). PLEASE INCLUDE "PMM" IN THE SUBJECT LINE OF YOUR EMAIL.

Your resume will be reviewed by one of our staff members, but the volume of inquiries we receive prevents us from responding to every applicant. We will be in touch only if we think there might be a good fit with this position.