

Sr. Product Manager

We are looking for an experienced B2B marketing operations professional who wants to transition into a career in product management. The person who joins us will find themselves in a well funded early stage 7 person SaaS startup that is a subdivision of Ledger Bennett. We are a 50+ person global company, with enterprise brands up and running on the product.

Reporting directly to the VP of Product you will have the opportunity to learn about the full spectrum of product management, including but not limited to: writing product documentation and administering strategic activities in order to guide our executive team through the product strategy planning process.

If you are a marketing-operations professional and want to advance in your career by jumping into product management this is the opportunity for you!

We would like someone who has experience in B2B marketing and products such as, Cortex. Cortex is a B2B marketing analytics and revenue attribution product. We also would like someone who is familiar with companies such as Bizible and FullCircle. In addition to familiarity with these companies, knowledge of revenue analytics and the impact on the marketing function is a huge plus.

When you see Cortex you will understand why it's the best product in the market for large global enterprise B2B marketing revenue attribution. You likely will have ideas from day one that contribute to our product direction.

It will be important for us to know that you are a self-driven learner who is always learning new things at work and in your personal life. This is a wonderful opportunity to experience a broad range of activities! Our team is comprised of great, self-aware, fun people!

About Ledger Bennett

Ledger Bennett progressive forward-thinking B2B marketing agency and technology company. Our fast-growing agency is filled with some of the most talented people in the industry—and we're on the lookout for more. If you're ready to grow your career and develop new skills come join us at one of our offices in London, San Francisco, New York, or Chicago.

Key Responsibilities

- Work directly with our customers to ensure they are successful. This is an early start up. Everyone has direct customer interaction and responsibilities for customer success. You will play an important role in this.
- Be the expert on our product, the customer, competition and evolving tech trends
- Assess current competitor offerings, seeking opportunities for differentiation
- Analyze product requirements and develop appropriate programs to ensure they're successful achieved
- Develop, implement, and maintain production timelines across multiple departments
- Appraise new product ideas and strategize appropriate to-market plans
- Drive the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch

- Translate product strategy into detailed requirements for prototype construction and final product development by engineering teams
- Create product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI
- Collaborate closely with engineering, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization
- Develop product positioning and messaging that differentiates [Company X] and its features across primary market segments

Other Stuff

- You are fun to work with and have a sense of humor
- Self driven learner who is always leaning new things at work and in your personal life
- Willing to team to get stuff done that is not necessarily in the job spec
- Ability to use ASANA to build, track and manage project plans
- Comfortable speaking and presenting internally and externally

Qualifications

- **5+** Years minimum experiences in the role of B2B marketing operations manager
- Repeated experience defining B2B marketing tech requirements to solve specific use cases, figuring out the solution and managing the projects to develop and or install the technology solution
- You are familiar with B2B marketing attribution and analytics use cases and available market solutions
- You've personally worked to gather data and develop insights that support the needs of the marketing organization
- Ability to evaluate issues independently in a fast-paced environment and manage multiple, cross-functional projects simultaneously
- Excellent communication skills, including public speaking
- Analytical mind-set and problem solving skills with high attention to detail

What you can expect from Ledger Bennett

When you join Ledger Bennett, you gain access to some of the best perks in the business, not to mention working with some of the most authentic and innovative people. We've built out our benefits plan with them, and you in mind, so you can keep on doing what you do best, knowing that we've got you covered.

Benefits at Ledger Bennett Include:

- Medical/Dental/Vision Coverage (100% premiums paid for employee + 50% premiums paid for dependent)
- Life Insurance with 100% Paid Employee Premiums
- Unlimited PTO!
- 401 (k) with Employer Contribution
- International Travel Benefits (We host an annual holiday party in London!)

- Free and confidential access to our award-winning Employee Assistance Program (EAP)
- An innovative approach to employee development through our People Framework
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Create your own WorkStyle: As long as it works for your clients, your manager, and you, we trust you to make the call on where, when, and how you work!
- Employee Referral Bonus (\$675 per role)
- Wellness perks including 24/7 TeleDoc, Discounted access to hundreds of gyms w/ company-paid joining fees, complimentary counseling services, and more!

Ledger Bennett is an equal opportunity employer with diversity and engagement being the core of our beliefs.