

Sample job posting: Product Marketing Manager

Title: Product Marketing Manager

Company: Wiz

Location: United States (Remote)

Compensation: \$133,000 - \$182,500

Date: May 2025

About the role:

We are looking for an enthusiastic product marketer to drive the business and go to market to support the rapid growth of Wiz. This includes owning the product go to market strategy for one of our product areas, creating compelling messaging and positioning, launching new features, enabling the field teams, and partnering with marketing and revenue to target the right buyers and influencers.

Responsibilities:

- Go to market – Define use cases, product messaging and positioning, value propositions, and customer profiles to showcase the value of Wiz.
- Become a subject matter expert in cloud security with an in-depth understanding of the market and products, including overall value proposition, features, functionality and the verticals and use cases in which they are relevant.
- Partner closely with product management to ensure we are delivering on end to end scenarios that meet customer needs and to execute world-class product and feature launches.
- Develop tools and training to support the full sales cycle, including product demos, sales training, reference architectures, and competitive intelligence to the field and marketing organizations.

- Deliver key messages that enable our marketing team to execute high-quality digital and event-based campaigns and programs. Work closely with our demand generation teams to drive pipeline for the sales organization.
- Drive the core message and strategy for customer-facing materials from white papers to videos to pitch decks working closely with content creators.
- Thought leadership – Represent Wiz at speaking engagements, customer conferences, and in presentations to partner sales teams to build awareness for Wiz.

Qualifications:

- 3+ years of product marketing, solutions marketing or product management experience at an enterprise-focused software or SaaS company, preferably at a growth stage.
- Exceptional written and verbal communication and presentation skills; as well as strong messaging skills.
- Proven track record of marketing to highly technical audiences. You must be comfortable working with and marketing to technical security, cloud, and development personas within enterprises
- Proven ability to think strategically, prioritize ruthlessly, problem solve and execute independently.
- Project management skills to manage multiple priorities in a dynamic environment.
- Prior experience working with cloud providers (AWS or Azure) would be a plus.
- Always willing to roll up your sleeves and get scrappy—this is a startup after all!