

Terryberry Careers

Senior Product Marketing Specialist

terryberry
Engage · Reward · Succeed

Terryberry is seeking a Senior Product Marketing Specialist to join our growing Marketing team. As the Senior Product Marketing Specialist, you will be committed to being a Terryberry product expert and passionate about employee engagement. You will be responsible for delivering compelling product stories that drive customer acquisition, engagement, and retention. You will work closely with the Marketing and Product & Technology Teams to develop messaging and marketing execution that sets our products apart from competitors and resonates with our target audience. You will also organize and manage our quarterly product & feature GTM process to ensure that our Sales, Marketing, and Customer Success Teams have effective messaging and content to support every release.

About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Email your resume to careers@terryberry.com

Responsibilities

- Develop platform & product positioning and craft clear, differentiated, benefit-driven product messaging that addresses customer needs and motivations
- Create and manage product marketing content and communications that can be used to generate awareness and intent in our marketing funnel, including content for our website, blog posts, email campaigns, PR, etc.
- Manage GTM process to support our quarterly product & feature releases. (Note – key stakeholders include Sales, Marketing, and Customer Teams)
- Partner with Marketing Team to develop product content, communications, and marketing execution strategy to drive awareness and intent
- Partner with Sales Enablement to develop product content and collateral to support Sales Training and the Sales processes to drive intent and purchase
- Partner with Customer Success to develop product customer communications to inform and excite our customers, driving retention and up-sell
- Adopt a continuous improvement mindset by conducting analyses of data / surveys / reporting / customer interviews to identify growth opportunities.
- Function as a key member of the Terryberry Global Marketing Team, and collaborate closely with the Product & Technology Team, Sales Team, and Customer Success Team.

Skills and Experience

- 3 years' experience in a hands-on SaaS B2B Product Marketing role.
- Customer mindset that seeks to understand customer needs and motivations
- Market mindset that seeks to understand trends and points of difference amongst our competitive set
- Excellent creative and business writing skills
- Strong design sensibility and ability to work in Microsoft Suite, Canva, Adobe Suite, and CMS (WordPress preferred)
- Solid project management / organization skills
- Ability to collaborate with various teams and stakeholders to drive results