



Join Surveil as a Product Marketing Manager!

Shape the Future of Cloud Optimization.

About Us

At Surveil, we simplify cloud complexity and transform wasted resources into valuable growth opportunities. Our FinOps Foundation-certified platform provides powerful insights to help organizations visualize, optimize, and secure their cloud estate across Azure, Microsoft 365, and Multicloud. With intuitive dashboards, in-depth analytics, and a built-in AI Assistant, Surveil delivers always-on, actionable insights that streamline cloud governance and enhance security, typically saving organizations 18-37% on cloud licensing costs. We are a dynamic and growing organization with 50+ employees working remotely across the globe. Recently, we've secured private investment to fuel our next exciting growth phase, and we are on the lookout for creative and technically proficient individuals to join our team.

About the Role

As Product Marketing Manager, you will be pivotal in bridging the gap between product development and market success, and responsible for developing and executing marketing strategies that drive product adoption and growth. This role requires a blend of marketing expertise, technical knowledge, and strong communication skills to effectively position our products in the market. This role reports to the Vice President of Marketing.

Responsibilities:

- Create and implement comprehensive marketing strategies that align with business goals, product roadmaps, customer needs, and market trends.
- Develop clear and compelling product positioning and messaging that differentiates our products in the market, understanding competitive positioning and market dynamics.
- Lead go-to-market planning and execution for new product launches, including market research, competitive analysis, campaign development, and coordination with cross-functional teams.
- Gather and analyze customer insights to inform product development and marketing strategies.
- Equip sales teams with the necessary tools, training, and content to effectively sell our products, including sales decks, product demos, competitive battle cards, and ongoing support and feedback loops.
- Produce high-quality multi-channel product marketing updates and materials such as, product communications, brochures, case studies, whitepapers, vlogs, blog posts, infographics, and social media content, tailored to different audience segments.
- Produce high-quality in-product materials such as content for new releases (e.g. What's New! videos and articles), maintaining and refreshing branded images with key messaging, support product-led growth initiatives with innovative tools, techniques, engaging content and user cues (e.g. call to action).
- Plan and execute product-related events, webinars, and trade shows to drive awareness and engagement, measuring the success of these events and iterating on them.

- Monitor and analyze the performance of marketing campaigns and initiatives, providing regular reports and insights to stakeholders.
- Collaborate with cross-functional teams to align design priorities with business goals, ensuring seamless implementation and effective communication.
- Maintain a strong understanding of the product's technical aspects and industry trends to effectively communicate.

What You Bring

We believe the “perfect candidate” doesn’t exist - everyone has a unique background. Even if you don’t check every box, we’d love to hear from you! Ideally, you will have:

- 3+ years of hands-on experience in product marketing within a B2B SaaS company (preferably a Microsoft ecosystem), including relevant tools and platforms.
- Strong understanding of marketing principles and practices.
- Exceptional communication, presentation, and writing skills with the ability to craft compelling narratives that resonate with diverse audiences, from technical experts to executive stakeholders.
- Detail-oriented and process-driven, able to manage multiple products and priorities while ensuring quality and consistency and adapting to changing priorities and environments.
- Strong team player who is proactive and contributes new ideas and initiatives.
- Demonstrable critical thinking skills, with a willingness and aptitude for continual learning.
- Initiative-taker and adaptable. While we operate remotely, there will be occasional requirements for travelling to meetings, with expenses covered for international journeys.