

**Job Title:** Product Marketing Manager

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**Department:** Product

**Reports To:** Chief Product Officer

**Seniority Level:** Mid-level

**Employment Type:** Full-time

**Location:** Tech District in beautiful downtown San Antonio. Strong candidates that are remote will also be considered

### SUMMARY

**6Connex has experienced an amazing 2019 with hyper-growth. We are now establishing a new Product function within our company. The new Product department will define the Product strategy for the company. This is a rare opportunity to be part of a new team in an exciting growth industry.**

The Product Marketing Manager will be responsible for product marketing. Also responsible for business intelligence and analysis and to present this to the rest of the organisation.

### Minimum requirements:

- At least one job held for 3-4 years in a single company.
- 4-5 years Product Marketing experience within the B2B SaaS industry. I.e. not general marketing roles with responsibility for social media, website management, product launches, conferences etc. We are looking for

### Activities include:

- Define the Product Positioning of 6Connex offering
- Establish the differentiation between 6Connex and the competition from a product offering angle
- Internal Product training to enable Sales, Client Services & Marketing teams to:
  - a) understand product positioning
  - b) use the products correctly
  - c) communicate product value to stakeholders.
- Ensure that Product Marketing and messaging is in line with the Marketing Strategy and the Company strategy
- Actively play a part in supporting the channel partners in their marketing strategy and execution
- Establish the process for how to hand-over to marketing for "last mile" marketing
- Ongoing industry Analysis
- Ongoing Competition Analysis

- Identify and document our key buyers and drivers for them using Virtual Environments

**About 6Connex**

6Connex is the leading provider of virtual environment solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities. Our product portfolio includes virtual environments, learning management, and webinars that are leveraged by customers such as Salesforce, Blackrock, GE, Unilever, United Way, CA Technologies and BambooHR. For more information, please visit [www.6Connex.com](http://www.6Connex.com).