



POSITION: PRODUCT MARKETING MANAGER

LOCATION: LOS ANGELES, CA

WHO WE ARE

Acuant is a leading B2B provider of identity verification technology. We are revolutionizing the way consumers transact by allowing businesses to quickly and seamlessly identify who they are doing business on any platform while protecting both parties. Join a global team that works with leaders in all industries to deliver best in class technology.

Acuant's Trusted Identity Platform provides complete identity verification based on your level of risk so you can build your business with valid customers. Powered by AI for the highest speed and accuracy, omnichannel products enable seamless customer experiences to increase conversions in the digital economy. Scalable, secure and compliant (KYC, AML & GDPR), Acuant allows businesses to establish trusted identities from any location in seconds. www.acuant.com

WHAT WE LOOK FOR

Acuant is experiencing rapid growth and has an opening for an experienced Product Marketing Manager who is versed in developing content to support product launches, partner training and sales support materials. This is a critical role that needs someone who can command many timelines and manage expectations across various products and projects. While this person will be on the marketing team reporting to the VP of Marketing, the role requires someone with more of a product background that can bridge the gap between Product and Marketing.

He/she must excel at working cross-departmentally with the Marketing, Product, Sales, Engineering and Executive teams. This role will serve as Acuant's expert on product offerings developing customer and sales facing marketing materials such as white papers, data sheets, blogs, videos, product demos, and presentation decks to support product launches.

The Product Marketing Manager will have the ability to present and demonstrate complex technical concepts. Acuant's marketing and product teams will rely on the Product Marketing Manager to garner and incorporate product and competitive industry insights in order to provide timely advice and guidance to our sales teams.

Preferred location for this role is Los Angeles, CA. The package includes a competitive base salary and benefits.

WHAT YOU BE RESPONSIBLE FOR

- Assisting in developing the Go-to-market (GTM) Strategy including market research, competitive research and global positioning.
- Understanding the technology and translating for customers helping to bridge the gap between Product and Marketing.
- Collaborating with members of the Product and Marketing teams on the planning and coordination of product launches including product demos.
- Assist in product training and knowledge.
- Be willing and able to represent Acuant in presentations and events as needed.
- Coordinate with Product and Marketing to best showcase our products, demos and hardware needed for tradeshow and events.
- Coordinate internal and customer facing product news.

Skills & Requirements

- **Experience:** 2-4 years in a B2B marketing background in a product marketing role, preferably in a SaaS environment
- **Education:** Bachelor's degree required
- **Flexible and Adaptable:** Able to manage multiple projects and set priorities
- **Strategic thinker:** Applies a strategic, objective rigor to developing and evaluating content marketing plans and assets (design and copy)
- **Technical:** Some facility with technical concepts
- **Organization and planning:** Able to proactively manage multiple fast-moving projects involving internal stakeholders and external partners
- **Sets high standards and goals:** Sets a high bar for work outputs in-line with company expectations; consistently looking for ways to improve upon the status quo
- **Communication and people skills:** Ability to listen, take constructive criticism, and provide insightful feedback; superior written and verbal communication skills

HOW WE VALUE OUR EMPLOYEES

- You will always be heard, decisions are collaborative
- Competitive compensation
- Challenging and rewarding work
- Generous benefits package
- Work with an incredible team of smart and mission-driven people