



Careers at Genius: Product Marketing Genius

AVAILABLE NOW

Because Genius.com is the leading provider of on-demand Marketing Automation and Demand Generation solutions, this is a different kind of **Product Marketing** role. This position requires someone who is an expert in our field and also has PMM chops. You need clear and demonstratable (through relevant blog and social media posts) domain expertise. We need someone who has lived B2B demand gen, marketing automation, and sales enablement. You should be able to produce relevant content and tools in your sleep. You're an extrovert, full of high energy, and someone who thrives on being out front interacting with people online and in person. You not only "get" Social Media (including blogging), but you thrive on it because you're always learning and always eager to share that learning with the broader B2B Marketing community.

Genius.com is the leading provider of software that enables marketing and sales users to quickly identify and connect with their best prospects. Genius.com has over 500 corporate customers who use Genius' web applications to automate marketing campaigns that identify the most qualified leads and, in real time, deliver them directly to their sales reps. Genius is the only solution in the marketing automation category that's 100 percent in the cloud.

Responsibilities

- Sales Enablement/Readiness:
 - - Support sales and channel partners by preparing presentations, demos, RFP responses, sales tool sand competitive analysis
- Market Positioning/Readiness:
 - - Write in blogs, Twitter, and other media to evangelize best practices and ideas in Demand Generation, Marketing Automation, and Social Media
 - - Work cross-functionally to maximize market awareness and leadership positioning
- Develop, write and edit the following types of content:
 - - Product sales collateral
 - - White papers
 - - Presentations
 - - Sales guides & assorted Sales tools
 - - Newsletters
 - - Demo scripts
 - - Webinar presentations
 - - Website
 - - Blog
- Deliver a variety of presentations, including:
 - - Webinars
 - - Demos (Live, Online, Recorded)
 - - Sales Training
 - - Trade show representation
- Develop product launch plans and deliver successful, integrated product launches

Skills & Background

- Domain expert in Demand Generation, Inbound Marketing, and/or Marketing Automation
- 5+ years marketing experience
- 8+ years' overall business experience
- Love to write, blog, tweet, and you do it in a way that helps others
- Experience working with Sales and Product Management on go-to-market activities
- Experience supporting sales teams by developing demos and demo scripts, sales tools, competitive analysis, and sales presentations
- Excellent written & verbal communication skills
- Experience working directly with customers and partners
- Strong project management and organizational skills
- Strong presentation skills
- BA/BS degree (MBA desirable)

Personal Qualities

- Extrovert, high-energy, evangelist for the market and our solutions
- Collaboration & Teamwork: ability to establish credibility within marketing team, sales team, customers, and to work effectively across groups within the company
- Customer Focused: passion for customer success and reference-ability; willing to solve customer problems
- Execution Success: plans and meets/exceeds objectives on time and with quality and a bias

- towards action
- Entrepreneurial: flexible, optimistic, hands-on problem-solving approach to work
- Initiative: shows leadership, does the right thing without being asked, proactive
- Analytical: ability to listen, process information, and make logical recommendations with incomplete/imperfect information
- Passion: enthusiasm for working in a demanding, dynamic, high-growth startup work environment

If you're interested in applying for the position, please email your resumes to: [**Careers at Genius**](#).

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