

Position

Head of Product Marketing

Introduction

Our decision to build the industry's leading monetization platform was driven by the belief that all industries are facing disruption - digital and physical goods are being sold on a subscription basis, on a consumption basis, and in a variety of other formats. BillingPlatform was built to give enterprises a flexible and scalable platform to monetize the customer relationship using virtually any variable.

Successful years of product development and customer feedback, aided by leading venture funding (Columbia Capital) and we have built the industry's most powerful, cloud-based monetization platform, able to manage any the spectrum of quote-to-cash processes including modeling, quoting, mediation, rating, billing, A/R, revenue recognition, and more.

Our customers quickly implement innovative new business models, drive efficiency through a solution that easily molds to their unique processes, and remove the constraints associated with legacy applications and manual intervention.

We've been recognized as leaders by industry analysts, have earned the trust of Fortune 500 companies, and we are growing. Working remotely or from our company HQ in Englewood, CO, we are seeking bright, enthusiastic and creative professionals looking to displace antiquated processes and technology, and re-imagine an industry.

Role Description

BillingPlatform is seeking a Head of Product Marketing to join its team. You will be a critical member of the BillingPlatform team with key responsibilities including the development and execution of the go-to-market strategy for BillingPlatform's solutions. You are expected to own messaging, product positioning in market, competitive analysis, and development of materials to support the Sales organization. You are results-oriented, enthusiastic and flexible.

Responsibilities

- Create strategic go-to-market analysis (market research, competitive landscape, customer research).
- Develop and manage go-to-marketing planning (messaging and product positioning for business and technical audiences, launch plans, help with demo instances for vertical/segment marketing).
- Partner with sales and other business functions to produce impactful assets and contribute to thought leadership (customer references, case studies,

product videos, blog posts, press releases, and presentations).

- Create pricing and packaging for both existing and future products and services.
- Perform ongoing market and competitive research and analysis to keep organization abreast of changing environments (ex: competitive and win/loss).
- Manage and launch sales promotions (for prospects and customers).
- Drive brand awareness by supporting analyst relations and select media outreach.
- Travel for presentations, training, tradeshows and events to help drive executive speaking engagements
- Develop and maintain messaging and select content for website (including online demos).

Experience

- 7-10 years experience in strategic and analytical roles (PMM, PM, business analyst/consultant/operations) or similar at a SaaS company
- BA/BS degree in Marketing, Business, or Communications
- Must be able to thrive in a highly dynamic, flexible work environment and switch rapidly from strategy to execution
- Highly skilled at analytical decision-making; ability to evaluate business issues and resolve problems; ability to develop and write a business plan
- Ability to gather intelligence from data, present findings and decisions, influence stakeholders and execute on initiatives
- Ability to work across organizational lines, command respect, and influence without authority
- Excellent oral and written communication skills
- Domain expertise preferred, but not required

Individuals joining
BillingPlatform will
receive:

- Competitive Salary
- Remote work/ flex work
- Full Health Benefits
- 401(k) access
- Equity

BillingPlatform provides equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, pregnancy, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law.