WE ARE
HIRING
PRODUCT MARKETER

RED OAK
Compliance Solutions

JOB DESCRIPTION

Red Oak is looking for a Product Marketer to join our growing team. The Product Marketer will be responsible for developing messaging strategies, providing support across all channels and personas, and developing GTM strategies for new product launches. The ideal candidate should have experience in B2B marketing and SaaS technology and samples of high-quality and dynamic content for technology products and features. This role reports to the Chief Marketing Officer.

RESPONSIBILITIES

- Collaborate with cross-functional teams to develop and execute product marketing initiatives.
- Provide support across all channels and persona.
- Create GTM strategies for new product launches.
- Write and produce high-quality, dynamic content for technology products and features.
- Measure and optimize the buyer journey regarding product adoption and usage.
- Conduct market research to stay up-to-date on industry trends and competitor activities.
- Assist with industry events as needed.

REQUIREMENTS

- Bachelor's degree in Marketing, Communications, or related field.
- 3+ years of experience in B2B marketing at a SaaS technology company.
- Experience creating content for technology products and features that align with company style and brand guidelines.
- Proven ability to develop effective messaging and product launch strategies.
- Excellent written and verbal communication skills.
- Strong attention to detail and project management skills.
- Strong problem-solving abilities and performance/metrics-driven mentality.
- Works well in a collaborative, cross-team capacity and also independently.
- Demonstrated ability to learn and add value quickly in a fast-paced environment.
- Experience with marketing automation and analytics tools.
- Proficient in Hubspot, WordPress, Canva and/or Adobe Creative Suite, and Microsoft Office suite.

If you are an experienced product marketer, writer, and content creator looking for an exciting opportunity to work with a dynamic team, we encourage you to apply for this position.

Please send your CV, resume, and portfolio to careers@redoakcompliance.com to apply.

ABOUT RED OAK

Red Oak Compliance Solutions is a leading provider of intelligent compliance software, offering a range of AI-powered solutions designed to help organizations in the financial services and insurance industries globally navigate the increasingly complex regulatory landscape. We are a true SaaS application driven by agile methodology. Powered by AI, firms can minimize risk, reduce costs, and increase process effectiveness and efficiency to deliver compliant content to market faster, all from a suite of 17(a)-4/WORM compliant features built to evolve with the needs of firms of all sizes.

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