



Product Marketing Manager

Job Description

WaterIQ Technologies is looking for an exceptional product marketing manager to ensure that our story is well told and understood by prospects aligned with our ideal customer profile. We offer a collaborative, early-stage work environment with a high-performing team focused on bringing innovative ultrasonic solutions designed to defend bodies of water from algae and biofilm. Our customers consisting of Drinking Water Treatment Plants, Waste Water Treatment Plants, managed Lakes and Ponds, Wineries, and Golf Courses, all want to remove algae from their water using WaterIQ's highly effective and reliable ultrasonic technology coupled with advanced field data capture and remote monitoring.

As our Product Marketing Manager, you will be the voice of our customers, keenly aware of their problems and challenges and ensuring that our value proposition is well defined and authentically aligns with what our customers are looking for. You will partner with our Digital Marketing team to ensure alignment and delivery of content to drive awareness and lead generation campaigns. As a critical member of our small marketing team, you will take the lead in shaping the content strategy that supports the buyer's journey, and you will work closely with our Sales team, arming and aiming them to be successful.

This is not a role that demands graphic design or web dev, but it is a plus if you have these skills.

Your Day-To-Day:

- Lead product marketing strategy and execution, including how our value proposition gets delivered to customers and partners.
- Collaborate with engineering, sales, business planning, finance, and other internal/external stakeholders on product investment priorities and roadmap and shape messaging.
- Build content and amplify through marketing channels with proven tactics.
- Build storyboard to pitches, write video scripts, creative articles, social tiles, client stories, product demos, and blogs.
- Develop specific go-to-market plans and integrate offerings into marketing campaigns that the digital marketing team can execute.
- Use the go-to-market plans to enable partners and field sales with best-in-class content and programs.
- Act as a business owner and subject matter expert, responsible for being a spokesperson for WaterIQ Technologies and delivering on top of funnel leads
- Understand broader industry trends.



- Establish a deep understanding and point of view on competitive offerings. Lead the marketing workstreams in support of key announcements and solution launches.

What You'll Bring To The Team:

- Demonstrated ability to create narratives targeted to different segments, delivering clear outcomes and a call to action.
- Passion to proactively and quickly learn new and emerging technologies and the ability to craft a story around those products.
- Creative problem solver: positive, motivational, and inspiring.
- Strategic thinker who is curious, resilient, and goal-oriented with a bias for action.
- Passion for understanding customer needs and delivering exceptional 'product truths' that differentiate products in a rapidly changing landscape.
- Thrive in a fast-paced, often ambiguous environment.
- Strong collaboration skills and the ability to work across engineering, sales, and marketing functions.
- Analytical skills and a demonstrated ability to use data to build and present business cases to key stakeholders.
- Embrace and live the WaterIQ Technologies culture

Qualifications

- Bachelor's degree and a minimum of 6 years of related experience
- Minimum of four years of product marketing, product management, and/or technology evangelism experience.

To apply: Send cover letter and resume to hello@WaterIQTech.com with the subject line: Product Marketing Manager.