

Product Marketing Manager

Us

EnSighten is a global cybersecurity leader, offering next generation client-side protection against data loss, ad injection and intrusion. Through the EnSighten solution, organizations can assess privacy risk and stop unauthorized leakage or theft of data, as well as comply with the CCPA, GDPR and other data privacy regulations. EnSighten's MarSec™ platform protects some of the largest brands in the world from data leakage whilst ensuring maximum web page performance.

The role

EnSighten is looking for a Product Marketing Manager to help take the organization's security and compliance technologies to the next level. You will work directly with marketing, product management and sales to develop and execute a strategy designed to amplify EnSighten's position as a leading provider of website security.

The ideal candidate for this role will have a background working with website security solutions such as WAF and BOT mitigation, will have excellent written, spoken and interpersonal skills, will present natural leadership tendencies and be a self-starter. We are not looking for someone to follow an existing playbook, we are looking for someone to offer fresh ideas and move the needle.

The role will include the following responsibilities:

- Design and develop compelling messaging that resonates with target buyers
- Perform ongoing market and competitive research to allow for the strong positioning of EnSighten's products and features
- Communicate the vision and value of new products to the sales and marketing team and develop sales tools that facilitate the selling process
- Create high-quality public-facing assets including blogs, case studies, whitepapers, webinars, web copy and product sheets
- Ability to understand and translate technical details and documentation for use within content and sales enablement
- Design and execute the go-to-market plans for new product or feature launches
- Partner with sales to deliver enablement, training and assets which help them drive business and pipeline
- Help drive partnership opportunities with the production of joint-value propositions, better-together assets and partner collaboration
- Gain a full understanding from the product team of our product roadmap, new product functionality and delivery dates to communicate with the sales and marketing team

Key Requirements

- Ability to understand complex technologies and articulate for sales enablement and collateral
- Proven B2B product marketing experience, ideally with 5+ years of security product marketing experience
- Excellent written, communication and presentation skills – attention to detail is essential
- Ability to work with various departments to collate the relevant materials required to complete a task
- Ability to proactively identify and produce what is required to drive Ensighten forward as the leader in its space
- Experience sizing, prioritizing and strategizing markets and opportunities
- Ability to juggle multiple projects in a dynamic, fast paced, high-expectation environment
- Enthusiastic approach to taking on new time-sensitive tasks with a can-do attitude

Location

There are no location requirements or stipulations for this role and the right person will be considered regardless of where they live. While travel is not part of the role, candidates must be able to occasionally travel for things such as company events.

Compensation

There is no defined compensation range for the role other than to say that we will be competitive for the ideal candidate.

Education Requirements

There are no specific education requirements for the role – we are looking for the right person with the right abilities and the right mindset.

If you are highly motivated, we would love to hear from you. Please submit resume to careers@ensighten.com.