



Senior Product Marketing Manager

Aplos Software

Job Title: Sr. Product Marketing Manager
Department: Marketing
Employee Status: Full-Time

About Aplos:

Aplos is the largest nonprofit & church management software on the market. We've served over 40,000 organizations since our inception in 2009. Our all-inclusive platform provides a dynamic CRM, fundraising & giving tools, online donations & payment processing, built-in fund accounting system, integrated payroll, email marketing, website builder, and much more.

Aplos made the Inc. 600 list in 2018, making it **one of the fastest growing companies in the U.S.** Our innovative team continues to push the envelope with new software features, industry vertical exploration, and marketing strategies every quarter.

With a leadership team made up of start-up pioneers, Silicon Valley veterans, and serial entrepreneurs; Aplos is charging full steam ahead as a leading brand in the nonprofit SaaS market.

Enough about us for now. It's time to talk about you!

The Role:

Aplos is looking to hire our first Sr. Product Marketing Manager. We are hiring for a PMM generalist role that will start by mostly focusing on the product side of product marketing — launch messaging, feature documentation, onboarding. Keeping this in mind, it is important to remember that we are a startup which means there will be space to stretch your creative muscles as you dip in various Marketing projects.

Additionally, you'll have a fresh and flexible platform to get your word out as we are in the midst of upgrading our marketing website. As a quick learner, great collaborator, and ace writer, you'll be an important partner to several other teams such as Product, Services, and Sales.

In this role, you will:

- Lead product releases, GTM campaigns, feature and partnership announcements, from strategy to execution to measurement
- Coordinate across functions and partners to further reach, build and implement go-to-market plans.
- Refine product differentiators to build effective messaging and assets including messaging, positioning, copy and campaigns targeted to specific persona groups
- Build out world-class feature documentation
- Document product capabilities through landing pages, videos, explainers, etc
- Refine, evolve, and build out a full set of enterprise software sales materials to improve our Sales and Post Sales teams' success
- Absorb customer knowledge from Support, Sales, and Success, and user data
- Work with product management to propose, drive, and prioritize new features based on customer knowledge and marketplace awareness
- Accelerate the bottom of the funnel
- Analyze and improve self-service onboarding

- Support lifecycle marketing and segmentation efforts
- Use a product-led mindset to increase usage among existing customers

Qualifications and Skills:

We believe that no one meets 100% of the listed qualifications. We are less concerned about whether you've done everything on a laundry list of specific things and more interested in cultivating a pool of candidates who want to join a connected, mission-driven, hard-working team of practitioners driven by creativity, curiosity, and a goal to change the world. **If you feel like you meet most of the following, we encourage you to apply.**

- At least 7 years of work experience in B2B product marketing
- Solid understanding of technology platforms and B2B SaaS business development
- Demonstrated success in a startup, high-growth, or otherwise dynamic environment
- SaaS experience highly preferred (not necessarily as a PMM), fintech background nice to have
- Strong multi-functional partner, particularly with Product, Sales, and Post-Sales organizations
- Strong written communicator
- Ability to perform at both a high level and aggressive velocity

Compensation

- 80K - 130K
(comp varies by location)

Benefits

- Medical, dental and vision healthcare coverage
- Generous PTO plan, Paid parental leave, and WFH reimbursements
- Career progression and mentorship programs for career advancement
- Flexible hours
- Employer-paid life insurance
- Free Employee-Assistance Programs including legal advice, financial management, mental health, and more

Location

Remote

Apply to:

Email: michelle@aplos.com

Subject: Sr. Product Marketing Manager