



To apply, please email resume to:  
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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 nonprofit SaaS market.

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

### **Position: Product Marketing Manager**

**Overview:** As Aplos has continued to grow quickly, we are looking for an experienced Head of Product Marketing. This person will drive the messaging and positioning of our products to communicate value for unique audience segments at various stages of their lifecycle. In this cross-functional role, you will work closely with our Marketing, Sales, Development, and Customer Success teams, and oversee the development of go-to-marketing strategies for product releases and revenue initiatives.

**Hours:** Full-time

**Primary Office Location:** Fresno, California

**Remote Work Option:** Yes

### **Responsibilities:**

- Create the go-to-marketing plan for the launch of new related products, feature releases, and core revenue initiatives, manage the cross-functional implementation of the plan, and monitor for success
- Conduct market and competitor research to position the product and identify new required capabilities.
- Conduct customer research to be the expert on buyers of the product, how they buy and their buying criteria.

- Drive product marketing and develop positioning and messaging for the product experience that is tailored to relevant use cases throughout the customer lifecycle.
- Work with the marketing team to produce website, sales enablement, in-app messaging, and communications content to drive onboarding, adoption and upsell revenue.

**Qualifications:**

- 5+ years of experience in technical product marketing, digital marketing, and SaaS communications.
- Highly motivated and goal-oriented, you are able to manage multiple projects in a quickly changing, fast-paced environment.
- More technically-minded than the average marketer with excellent communication, editing, and creative direction skills.
- You are a detail-oriented, data-driven, systems thinker with relentless follow-through.
- Experience working with nonprofit and/or church leaders, either professionally or volunteering.
- Experience in marketing automation, messaging, and email platforms.
- Tech-savvy, a problem solver, and a fast learner, you can navigate your way around pretty much anything online and understand what you come across.