

Join us as a

# Product Marketing Manager – Data Security

## Job Overview

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<b>Job Title:</b>	<b>Product Marketing Manager – Data Security</b>
<b>Company:</b>	comforte Inc
<b>Job Location:</b>	USA
<b>Contract type:</b>	Full time permanent employment (40h/week)
<b>Experience:</b>	At least 5 years of experience in one of the following areas: <ul style="list-style-type: none"><li>• Data Security</li><li>• Cybersecurity</li><li>• B2B Enterprise Software</li></ul>
<b>Tags:</b>	IT, Technology, Data Security, Software, Marketing, Compliance, Communication, Analysis, Effectivity
<b>Education:</b>	Degree in Marketing / Sales / PM / IT / Business preferable but not required
<b>Reports To:</b>	Director of Marketing
<b>Start date:</b>	April 2020

## Role

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In your role as Product Marketing Manager – Data Security you are responsible for:

- Market intelligence: be the expert on our buyers (who are they, how they buy, and their key buying criteria)
- Understand the competitive landscape: be an expert on our competition and how they position themselves
- Collaborate with other departments, such as R&D, Sales, and Marketing communications to develop product positioning and messaging that resonates with our target buyer personas
- Understand and document our buyer's process, including where they get information, and who, what, when, and why behind the decisions they make
- Drive changes to our Sales and Marketing processes and positioning based on what you learn
- Develop a marketing strategy and for the products you support in conjunction with our other marketing functions, including key activities and budgets to support the retention of existing customers and the acquisition of new customers
- Assess the effectiveness of marketing programs that support your products on an ongoing basis and report back to management on required changes
- Plan the launches of new products and releases of existing products, and manage the cross-functional implementation of the launch plan

- Act as an internal and external thought leader for the products you support, including speaking engagements and written content
- Plan and execute marketing activities for the US market, including executive or expert roundtable events and sponsorship participation at industry events and tradeshows

## Required skills

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**Excellent and extensive** skills and background knowledge in:

- Ability to acquire new market knowledge in a fast and independent manner
- Proficient in presentation technologies, including but not limited to PowerPoint and Web-Seminar techniques
- Research and analytics skills
- Strategic planning
- Negotiation skills
- Background knowledge in: Cybersecurity and Data security

## Professional Traits and Aptitudes

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- Creativity
- Ability to organize / prioritize one's work
- Works effectively as a member of a team
- Shares knowledge readily and effectively
- Strives to create productive relationships

## Communication

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- **English:** Required to be fluent both in oral and written communication
- **Spanish:** Language skills helpful
- **German:** Language skills helpful

## What comforte can offer

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- Unique company culture resulting in close to 0% staff turnover
- Interesting work in an international team with clients in the Payments / Telco / Retail / Manufacturing industries around the world
- Flexible working hours
- Flat hierarchies
- Work-life balance
- Opportunity to work self-sufficiently, take responsibility and make a difference
- Work location is negotiable once fully on-boarded and accustomed to our culture, team and work environment
- Competitive salary

- Group Health Benefits: Section 125 Cafeteria Plan
- 401K Savings Plan + Employer Match
- Short Term and Long Term Disability
- Group Term Life Insurance
- Twenty (20) working days paid vacation, ten (10) public holidays

## More information

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comforte is a medium-sized company in private ownership with headquarters in Wiesbaden, Germany. Building on more than 20 years of experience in unlocking more value from systems that never stop, comforte has evolved into a market leader for data protection and empowering mission-critical systems. With about 100 employees in our locations in Germany, the US, Australia and Singapore, we develop, sell and support our software products to our worldwide client base. We are proud of our company culture and our agility.

For more information, see [www.comforte.com](http://www.comforte.com).

## Contact and Questions

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Please send your application in English language to [career@comforte.com](mailto:career@comforte.com). Please send any questions you might have to the same address.