

United States Jobs Expertini®

Manager, Product Marketing

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Company: Epsilon

Location: Whiting

Category: other-general

Job Description

The Epsilon Data Practice is seeking a passionate marketer to leverage our industry-leading data and translate it into strategic marketing initiatives. You'll collaborate with key stakeholders across Data, Marketing, and Sales to unlock the power of our data products and drive client adoption.

In this role, you'll become the go-to expert on buyer personas, market landscapes, and competitive insights. You'll then translate that knowledge into compelling narratives and sales enablement tools, empowering our team to champion our data solutions.

Here's what you'll do:

Develop and refine product positioning, value propositions, and key differentiators for our data products.

Partner with cross-functional teams (Product, Marketing, Sales, Consumer Insights) to create thought leadership content and research.

Craft impactful sales collateral across the entire marketing funnel, encompassing sales presentations, case studies, white papers, blog posts, and more.

Act as a strategic advisor to various marketing teams (Demand Generation, Communications/PR, Content Marketing, Analyst Relations) to ensure alignment and maximize business impact.

Collaborate with marketing leadership, product management, and business stakeholders to develop annual marketing plans.

We're looking for someone who:

Has 3+ years of experience in marketing, product management, data sales, programmatic advertising, or a related field.

Possesses 2+ years of experience in product marketing, ideally within the martech or data space.

Holds a bachelor's degree in a relevant field (e.g., marketing, data analysis) or possesses equivalent experience.

Demonstrates exceptional written and verbal communication skills, with the ability to connect with diverse audiences across all levels and functions.

Thrives in a fast-paced, collaborative environment and enjoys working with remote teams.

Proven ability to lead and collaborate effectively with cross-functional teams (Marketing, Sales, Product).

Is a creative problem-solver, resourceful, and results-oriented with a team-player mentality.

Maintains exceptional organization and follow-through on projects.

Excels at managing time and prioritizing effectively.

Additional Information

About Epsilon

Epsilon is a global advertising and marketing technology company positioned at the center of Publicis Groupe. Epsilon accelerates clients' ability to harness the power of their first-party data to activate campaigns across channels and devices, with an unparalleled ability to prove outcomes. The company's industry-leading technology connects advertisers with consumers to drive performance while respecting and protecting consumer privacy.

Epsilon's people-based identity graph allows brands, agencies and publishers to reach real people, not cookies or devices, across the open web. For more information, visit epsilon.com.

When you're one of us, you get to run with the best. For decades, we've been helping marketers from the world's top brands personalize experiences for millions of people with our cutting-edge technology, solutions and services. Epsilon's best-in-class identity gives brands a clear, privacy-safe view of their customers, which they can use across our suite of digital media, messaging and loyalty solutions. We process 400+ billion consumer actions each day and hold many patents of proprietary technology, including real-time modeling languages and consumer privacy advancements. Thanks to the work of every employee, Epsilon has been consistently recognized as industry-leading by Forrester, Adweek and the MRC. Positioned at the core of Publicis Groupe, Epsilon is a global company with more than 8,000 employees around the world. Check out a few of these resources to learn more about what makes Epsilon so EPIC:

Our Culture <https://www.epsilon.com/us/about-us/our-culture-epsilon>

Life at Epsilon : <https://www.epsilon.com/us/about-us/epic-blog>

DE&I <https://www.epsilon.com/us/about-us/diversity-equity-inclusion>

CSR: <https://www.epsilon.com/us/about-us/corporate-social-responsibility>

Great People Deserve Great Benefits

We know that we have some of the brightest and most talented associates in the world, and we believe in rewarding them accordingly. If you work here, expect competitive pay, comprehensive health coverage, and endless opportunities to advance your career.

Epsilon is an Equal Opportunity Employer. Epsilon's policy is not to discriminate against any applicant or employee based on actual or perceived race, age, sex or gender (including pregnancy), marital status, national origin, ancestry, citizenship status, mental or physical disability, religion, creed, color, sexual orientation, gender identity or expression (including transgender status), veteran status, genetic information, or any other characteristic protected by applicable federal, state or local law. Epsilon also prohibits harassment of applicants and employees based on any of these protected categories. Epsilon will provide accommodations to applicants needing accommodations to complete the application process.

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