

United States Jobs Expertini®

Product Marketing Manager

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Company: Pure Storage

Location: United States

Category: other-general

BE PART OF BUILDING THE FUTURE.

What do NASA and emerging space companies have in common with COVID vaccine R&D teams or with Roblox and the Metaverse?

The answer is data, -- all fast moving, fast growing industries rely on data for a competitive edge in their industries. And the most advanced companies are realizing the full data advantage by partnering with Pure Storage. Pure's vision is to redefine the storage experience and empower innovators by simplifying how people consume and interact with data.

Pure is blazing trails and setting records:

For ten straight years, Gartner has named Pure a leader in the Magic Quadrant

Our customer-first culture and unwavering commitment to innovation have earned us a certified Net Promoter Score in the top 1% of B2B companies globally

Industry analysts and press across these dimensions

And, our 5,000+ employees are emboldened to make Pure a faster, stronger, smarter company as we go

If you, like us, say "bring it on" to exciting challenges that change the world, we have endless opportunities where you can make your mark.

SHOULD YOU ACCEPT THIS CHALLENGE...

Pure is looking for a highly motivated Product Marketer to drive our efforts around some of our platforms most critical product lines - Flash Array. As a key member of the Platform

Product Marketing team, you will work with your counterparts in Product Management and Engineering to represent the voice of the customer and the market POV as they continue to innovate on the products. You will define, evolve and evangelize the message for your products working to bolster the Pure Platform narrative across our customers, sales teams and partners. You will support GTM efforts by creating world-class content (including long-form written content, videos, blogs, demos, and presentations). You will partner with our launch team to bring new innovations to market. And you will be the evangelist for this product across marketing, sales, partners and our customers.

WHAT YOU'LL NEED TO BRING TO THIS ROLE...

Bachelor's degree or equivalent work experience

A minimum of 5 years of experience in a product marketing, solution marketing, or content marketing role for Cloud or SaaS products. Product management candidates should also apply.

Demonstrated success in positioning and launching differentiated products

Strong cross functional capabilities

Recognized as a professional communicator/speaker and enjoy writing

Strong aptitude for translating technical differentiators into simple stories

The desire to redefine the benchmark for excellence, be part of something big, and learn as much as you can in the process

Key Responsibilities :

Work with the competitive team to understand the competitive landscape for your product line to understand and explain our critical differentiators

Develop messaging that differentiates our products from the rest of the industry, and supports and elevates our platform narrative.

Collaborate cross functionally with product management and engineering to understand current and future deliverables and product strategy and provide in-flight feedback.

Help to bring new product innovations to market in a compelling and inspiring way

Be the voice and leader of your product line for the organization, driving its success through marketing, sales, and channel.

Build and manage customer, sales and partner-facing content - web pages, demos, presentations, webinars, blogs - that showcase the value of our products and fuel our marketing efforts.

You will be based in **Santa Clara, CA or Bellevue, WA**. As this is an office-centric role, you are **expected to be present in the office for 3 days a week** outlined in Pure's Hybrid Work Policy, there will be variations over periods of time, depending on business need.

The annual base salary range is: \$126,000 – \$212,000. Salary ranges are determined based on role, level and location. For positions open to candidates in multiple geographical locations, the base salary range is reflective of the labor market across the applicable locations.

This role may be eligible for incentive pay and/or equity.

And because we understand the value of bringing your full and best self to work, we offer a variety of perks to manage a healthy balance, including flexible time off, wellness resources, and company-sponsored team events - check out [for more information](#).

#LI-ONSITE, #LI-HYBRID, #LI-TF1

BE YOU—CORPORATE CLONES NEED NOT APPLY.

Pure is where you ask big questions, think differently, and make an impact. This is not just a job, but a place where you have a voice and can accelerate your career. We value unique thoughts and celebrate individuality, and with ample opportunity to learn, develop yourself, and expand into different roles, joining Pure is an investment in your career journey. Through our Pure Equality program, which supports a flourishing field of employee resource groups, we nourish the personal and professional lives of our team members. And our Pure Good Foundation gives back to local and global communities through volunteering and grants.

And because we understand the value of bringing your full and best self to work, we offer a variety of perks to manage a healthy balance, including flexible time off, wellness resources, and company-sponsored team events.

PURE IS COMMITTED TO EQUALITY.

Research shows that in order to apply for a job, women feel they need to meet 100% of the criteria while men usually apply after meeting about 60%. Regardless of how you identify, if you believe you can do the job and are a good match, we encourage you to apply.

Pure is proud to be an equal opportunity and affirmative action employer. We do not discriminate based upon race, religion, color, national origin, sex (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender, gender identity, gender expression, transgender status, sexual stereotypes, age, status as a protected veteran, status as an individual with a disability, or any other characteristic legally protected by the laws of the jurisdiction in which you are being considered for hire.

If you need assistance or an accommodation due to a disability, you may contact us TA-Ops@purestorage.com.

APPLICANT & CANDIDATE PERSONAL INFORMATION PRIVACY NOTICE.

If you're wondering how or why Pure collects or uses information you provide, we invite you to check out our .

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