



Job Title: Product Marketing Manager
Supervisor: Chief Marketing Officer
Supervises: None
Position Type: Exempt
Location: Remote or Hybrid (Remote/Fairfield, CT)
Date: April 2022

What We Do

Foundation Source helps people and companies make a difference in the world with their private foundation giving.

Job Description

Foundation Source is the nation's largest provider of management solutions for private foundations. We offer a complete spectrum of products and services to support family and private philanthropy and have distinguished ourselves as an early investor in technology with purpose-built tools for philanthropists.

Today we are entering a phase of growth and expansion and are seeking our first technical product marketer to help us bring the discipline of product marketing to the organization, introduce best practices for our flagship platform, Foundation Source Online, and introduce a new technology offering, Impactfully, to high-net-worth and ultra-high-net-worth philanthropists and the professionals that serve them.

The product marketing manager will play an important and visible role in helping us engage with our users, win new business, drive adoption, and retain and expand client relationships.

Key Responsibilities

- Help introduce and build the product marketing function at Foundation Source and develop a strong working relationship between Marketing and Product Experience teams
- Function as the critical lever between Sales team and Product Managers
- Become an expert in the product(s) and be able to translate this to the Sales team and convert it into high-impact sales collateral and digital tools that attract new users – examples include (but aren't limited to) web pages, infographics, case studies, talk tracks, explainer videos, battle cards, tear sheets, site and feature demos, proposal language
- Help articulate product strengths, weaknesses, and differentiators vis a vis alternative offerings for specific markets and personas
- Collaborate with the Product Experience team to stay abreast of product strategy, enhancements and the forward-looking roadmap and ensure that positioning and messaging reflect current and future state
- Develop marketing strategies for product launch, product engagement and adoption and harness in-house marketing resources (and vendors) to execute

- Work with Product Experience team and CMO on segmentation, targeting, competitive development and product positioning
- Understand how the product fits into the competitive/adjacent landscape and our existing suite of products and services and create the sales tools and external marketing assets to help position the offering accordingly
- Coordinate with CMO to ensure all product-related work fits under the FS brand umbrella and naming conventions and evolves in lockstep with the parent visual identity
- Collaborate with Marketing colleagues on PPC advertising, web presence and other marketing ops requirements for product support, content strategy and events required for product launch and ongoing ToF, MoF and BoF marketing activities
- Partner with CRO and Business Development team to refine and optimize lead engagement and prospect journey for new SaaS offering; and help transition best practices to our core business

Experience & Qualifications

- 3-5 years in tech product management or product marketing preferred
- 3+ years in marketing, content marketing or product marketing developing growth and customer engagement plans
- Bachelor's degree or equivalent experience in business or related field
- Experience with SaaS or freemium tech platform offered on B2B basis preferred
- Experience in investment management or private banking a bonus
- Handle broad-based and complex communications for internal and external audiences
- Can work independently and across functions, seeking collaboration and buy-in
- Ability to move quickly, assess and adapt to new information as it becomes available
- Demonstrated experience creating high-impact internal and external sales and marketing assets that drive understanding, adoption, and sales
- Desire to partner with Product Experience and Sales to create multi-disciplinary solutions
- Product launch experience preferred

About Foundation Source

Foundation Source is the nation's largest provider of management solutions for private foundations. We empower people and companies to create a better world with their philanthropy through a configurable suite of administrative, compliance, and advisory services complemented by purpose-built foundation management technology and private foundation experts.

We work in concert with financial advisors, legal and accounting professionals, consultants and family offices, as well as directly with individuals, families and corporations to bring philanthropic visions to life. With over two decades of service, Foundation Source supports thousands of family, corporate and professionally staffed foundations of all sizes and has enabled \$8 billion in charitable grants.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use

hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.