

## Product Marketing Manager

Headquartered in the Greater Seattle area, Vilo Living is a technology startup on a mission to make easy-to-use and affordable home connectivity solutions for service providers and consumers alike. We launched our first product, the Vilo Mesh Wi-Fi System, in July 2021. We've been featured in a slew of publications from the New York Times to Wired. You'll be joining a lean, but hungry team with a close-knit culture – and you'll be joining early enough to make an impact on the long-term direction and success of the company! You can find us at [www.viloliving.com](http://www.viloliving.com) or on LinkedIn.

We're looking for an experienced and self-motivated marketer to take our marketing efforts to the next level. An integral part of a very lean startup team, you're expected to take ownership of all marketing initiatives to support our internet service provider (ISP) business. You will be action oriented, laser focused on execution, and flexible enough to shift focus if necessary.

### Responsibilities:

- Develop a comprehensive marketing strategy for the Vilo for ISPs business, including brand positioning, value propositions, target audience, and key messaging points. Work with sales, product, and support teams to ensure messaging is aligned across all touch points with customers and prospects.
- Develop communication strategy and calendar for weekly ISP newsletters. Segment the audience to ensure the right message gets sent to the right segment.
- Create relevant content for sales funnel optimization, including but not limited to case studies, blog posts, white papers, and sales materials. Collaborate with freelance copywriter where needed.
- Drive the marketing aspect of new product launches, including product definition, messaging, media outreach, and channel promotions.
- Assist with additional marketing needs, such as influencer marketing, organic social media, and other special projects.

### Qualifications:

- 3-5 years of experience in product marketing or digital marketing
- Strong bias for action and results oriented
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Startup mentality and passion for making a difference with what you do
- Bachelor's degree required