



Product Marketing Manager

Job Description:

WaitWell has an exciting opportunity for a highly motivated and skilled Product Marketing Manager to join our dynamic team. As a Product Marketing Manager at WaitWell, you will play a crucial role in effectively communicating the features and benefits of our products to our target audience. Your primary responsibility will be to develop and execute comprehensive marketing strategies that drive product adoption, engagement, and customer satisfaction.

Responsibilities:

- Develop and execute product marketing strategies to drive awareness, adoption, and usage of WaitWell's platform across multiple sectors, including healthcare, government, higher education, hospitality, and more.
- Craft compelling messaging and value propositions that clearly articulate the features, benefits, and unique selling points of our products.
- Collaborate with cross-functional teams, including product management, sales, and customer support, to gather insights and market feedback to inform product positioning and messaging.
- Create engaging and informative content such as product presentations, sales collateral, social media posts, blog posts etc. to support marketing and sales initiatives.
- Build and maintain a comprehensive Knowledge Base that serves as a go-to resource for our users, providing them with in-depth information on product features, best practices, troubleshooting guides, and FAQs.
- Conduct market research and competitive analysis to identify industry trends, customer needs, and opportunities for product improvement.
- Collaborate with the marketing team to develop and execute effective product launch campaigns, including messaging, content creation, and promotional activities.
- Monitor and analyze key metrics and user feedback to assess the effectiveness of marketing efforts and make data-driven recommendations for optimization.
- Stay up-to-date with industry trends, emerging technologies, and best practices in product marketing.
- Report to Executive Management and be responsible for performance toward product-related marketing goals



Qualifications:

- Bachelor's degree in marketing, business, or a related field.
- 5-10 years experience in marketing, preferably in B2B technology/SaaS
- Minimum three years of proven experience specifically in product marketing
- Strong understanding of product positioning, messaging, and value proposition development.
- Excellent written and verbal communication skills with the ability to create compelling content and present information in a clear and concise manner.
- Demonstrated ability to develop and execute effective marketing strategies that drive user adoption and engagement.
- Experience in creating and maintaining a Knowledge Base or similar documentation repository.
- Proficiency in market research and competitive analysis to identify market trends and customer needs.
- Analytical mindset with the ability to interpret data and metrics to drive informed marketing decisions.
- Strong project management skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Self-motivated and proactive with a passion for technology and the ability to thrive in a fast-paced, collaborative environment.

Bonus points for:

- Familiarity with healthcare, government, higher education, or hospitality sectors is a plus
- A relevant master's degree.
- Pragmatic Marketing Certification

About WaitWell:

WaitWell is a Calgary-based SaaS company that specializes in simplifying and enhancing the process of connecting individuals with public services across various sectors, including healthcare, government, higher education, hospitality, and more. Our innovative platform streamlines and improves the user experience, enabling individuals book, check in and join a waitlist for services using their mobile devices. Our solution supports service delivery staff in keeping track of and communicating with customers for a more seamless service experience, and also provides administration with the service analytics to understand trends related to service. We are committed to transforming the way people interact with public services and improving overall accessibility for all.



Join Us!

Join WaitWell's dynamic team and contribute to revolutionizing the way individuals connect with public services.

We offer:

- competitive salary
- hybrid work environment (two days per week work-from-home)
- comprehensive benefits package
- convenient central location with ample street parking
- fitness centre in the building
- the opportunity to work with a passionate team dedicated to making a positive impact

To apply, please submit your resume, cover letter, and any relevant portfolio materials to shannon@waitwell.ca. We look forward to hearing from you!