



Product Marketing Manager

Remote

To apply, please send your resume and cover letter to jobs@reconstructinc.com.

Are you ready to drive adoption of Reconstruct - the leading construction site visualization platform? Reconstruct is looking for a product marketing manager to develop a deep understanding of our market, category, and customer journey. You will use that understanding to tell Reconstruct's story through the voice of the customer and turn it into go-to-market strategy and supporting customer experiences.

The ideal candidate is a proactive self-starter with strong communication & analytical skills, strong attention to detail, and experience working with customers. The ideal candidate will be able to learn quickly and can execute in an environment characterized by speed, fun, and collaboration.

Reconstruct Product Marketing Responsibilities:

- **Go-to-market Analysis:**
 - Develop, maintain, and share a deep understanding of the market trends, Reconstruct's positioning, and competitive positioning and battle cards.
 - Analyze effectiveness of Reconstruct positioning and optimize for market trends.
 - Develop, maintain, and share a deep understanding of the customer journey, most used features, and necessary support documents.
 - Measure & optimize on effectiveness of conversion path(s), feature adoption, help center usage, and support document usage.
- **Go-to-market Planning:**
 - Collaborate with the Product team and plan GTM for new features and drive adoption with a close relationship to the product team.
 - Collaborate with & educate all customer facing teams on changes to our story, positioning, and features.
 - Collaborate with the marketing team to plan multi-channel campaigns to target lists.
- **Go-to-market Execution & Content:**
 - Primary producer & organizer of core marketing assets, web flows, and sales support documents.
 - Primary producer of customer case studies and testimonials.
 - Primary owner of market analysis & search profile presence (such as Forrester, Gartner, G2Crowd).
 - Primary stakeholder & organizer of onboarding assets and product help center.

Experience & Skills:

- 5+ years in B2B product marketing role.
- Can demonstrate experience with customer journey and feature planning.
- Can demonstrate experience with GTM analysis, planning, and execution.
- Can provide examples of successful marketing assets, web experiences, and sales & support materials.
- Can speak to successful use of modern product marketing related tech stacks: user-tracking, marketing automation, in-app messaging, help center. We operate Hubspot, Salesforce, Zendesk, and Pendo as our core currently.
- Demonstrated writing skills with adherence to brand voice.
- Demonstrated written and verbal communication skills.
- An eye for good design, an ear for good copy