



Smartsheet is seeking an experienced **Product Marketing Manager** to join our marketing team. Your mind is equal parts marketer, project manager, and data analyst. Your mission is to aggressively acquire new leads, convert them to paying customers, and expand their product usage and collaborator networks. You will work closely with marketing, sales, product management, and senior management. Your success will be measured primarily on conversion to paid subscribers.

This full time position reports to our Director of Product Marketing and is based in Smartsheet's corporate offices in Bellevue, WA.

Job responsibilities include:

- Target and position Smartsheet to multiple segments and in various stages of lifecycle
- Make recommendations and develop tests to improve performance of highest-value segments
- Design and develop programs and messages to acquire new trial users, optimize conversion to paid, and expand account users and individual usage
- Proactively and constantly monitor, test, and optimize performance of your programs
- Design and develop marketing content and sales tools
- Work closely with marketing, sales and product teams to drive personalized experiences for Smartsheet customers
- Assist in standardizing tools to measure and report on market awareness, lead generation, trial, conversion to paid, engagement, viral expansion, and retention

Requirements

- Bachelor's degree in business or equivalent discipline; MBA preferred
- 5+ years of experience in online B2B marketing; SaaS experience strongly preferred
- Skilled with performance analysis tools and practices: Google Analytics, A/B testing, SEO
- Experience with marketing automation, email marketing, social media measurement
- CMS experience, proficiency in HTML and CSS; SQL experience preferred
- Passion for online marketing, analytics, and standardizing processes
- Excellent teamwork and project management skills
- Exceptional communication skills – written, graphical and verbal
- Focus on results, thorough analysis to drive performance of key metrics
- Proactive mindset – ability to work with minimal guidance, set and adjust priorities
- Exceptional attention to detail
- Achiever's mindset – you don't want a job, you want to make a huge impact

All Smartsheet employees must be self-starters who can, with minimal guidance, drive projects from concept through completion:

- Focus to make quick strikes, iterate, and produce in high volume
- Smarts to pick up new concepts at light speed
- Agility to quickly adjust priorities and shift direction
- Flexibility to contribute to other projects as required