

Argentina Jobs Expertini®

Senior Product Marketing Manager

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Company: Mindbody

Location: Argentina

Category: other-general

We're revolutionizing the fitness & wellness industry, and we're looking for talented people to help us do it. Mindbody + ClassPass bring together the best of both sides of the market: Mindbody is the industry's most trusted all-in-one technology platform; ClassPass is one of the most popular apps for fitness & self-care enthusiasts. Together we're partnering with more than 70, fitness studios, gyms, salons, and spas around the world. We're not just another tech company—we're far and away the leader of our industry. So join the team, work with mission-led people, and enjoy amazing benefits. Let's see what we can accomplish together!

Who we are

Creativity, collaboration, camaraderie—on the Marketing team we live our company values, developing and delivering strategic initiatives in a dynamic, data-led environment. Driven by growth and innovation, our projects move quickly and adapt to the ever-changing landscape of B2B & consumer marketing. Our goal is to reinforce the company's position as the world's most trusted software provider for fitness, beauty, and wellness. We're making Mindbody a household name.

About the right team member

The Senior Product Marketing Manager will drive customer engagement through effective positioning, messaging, and go-to-market strategies throughout the customer lifecycle. This role will work in concert with other Marketing teams, Creative, Product Management, Engineering, and Sales to understand customer needs and translate them into marketing campaigns, online experiences, and sales enablement. The role reports to the Senior Manager, Product Marketing.

About the role

Lead comprehensive marketing campaigns for new and existing products and features to drive awareness and adoption across the customer lifecycle, working with partner teams

Develop customer insights through qualitative and quantitative analyses, working in concert with Product and Research teams

Use customer insights to define ideal customer profiles, product positioning, and messaging strategies

Represent the Product Marketing function in key cross-departmental programs and functions

Stay on top of industry trends by attending industry events, monitoring competitors and partner activity, reviewing customer feedback & market trends regularly

Take a data-driven approach to campaign strategy focusing on the most impactful outcomes and success metrics

Skills & experience

Strong experience in software product marketing, product management, or marketing in the software, SaaS, technology, or e-commerce industries.

Experience creating messaging and positioning, developing go-to-market strategies, collaborating on marketing programs, and leading product launches

Experience in developing customer insights, including customer segmentation, needs, and buying journeys

Experience in customer engagement platforms, marketing automation or similar digital marketing business services for small- to medium-sized businesses

Results-driven, with a passion for using data to build marketing campaigns that solve business problems, drive business performance, and resonate with our customer base

A reputation for excellent communications and for bringing cross-functional teams together, working with marketers, product managers, engineering, sales, customer success, etc.

Ability to lead multiple projects simultaneously with competing priorities and deadlines

A strong commitment to Mindbody's core values and demonstrated outstanding character, leadership, and customer focus.

Fluency in English.

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