

Product Marketing Manager

Full-Time

Company Overview

Chiplytics streamlines access to mission-critical electronic components through a scalable testing platform and growing network of supply chain partners. Mature nodes power nearly every electrical system, yet dependence on overseas manufacturing and complex distribution channels introduce significant risk to critical supply chains and national security. The Chiplytics Certified Authentic program will mitigate these risks by delivering secure sourcing, procurement, and testing for high-reliability electronics.

Job Description

We are looking for a full-time Product Marketing Manager. This role will work closely with Chiplytics executive team and VP of Sales to expand the company's footprint with customers and develop our go-to-market strategy. In the short term, you will help grow the Chiplytics Certified Authentic program. This will involve running Chiplytics Marketing including testing target audiences, marketing messaging, and marketing channels; generating content including product photos, demo videos, tutorials, quick-start-guides, and walkthroughs; running customer discovery and interviews to gather product insights and requirements, build relationships to generate leads, and feed into new content; and running Chiplytics social channels and email newsletter campaigns. You will work closely with Product and Sales to ensure the program's success. In the long term, you will help drive revenue growth, shape Chiplytics brand, and help scale a unified go-to-market strategy. This role involves travel to onsite meetings, customer facilities, and conferences and must be based in the US.

Responsibilities

1. Build and maintain relationships with customers seeking high-reliability and difficult-to-source electronic components and semiconductors
2. Develop and execute marketing strategies that identify target audiences, craft compelling messaging, and choose the right marketing channels (e.g., email, social media, paid advertising, etc.) to reach them
3. Measure and analyze campaign performance, sales conversions, and user engagement to help inform Chiplytics' data-driven decision making
4. Collaborate with product, engineering, and sales to develop a deep understanding of customer needs and operational pain points and implement branding, website, and social strategies to effectively address them
5. Developing compelling content including blog posts, social media content, and case studies to showcase the company's success
6. Stay up-to-date on industry trends in the semiconductor and electronic component distribution markets

7. Identify and drive relevant business opportunities and partnerships to position the startup for long-term success
8. Represent Chiplytics at select industry events, conferences, and at times government/defense briefings to promote company offerings and build the brand
9. Help identify industry accreditation and standards requirements for a successful GTM strategy
10. Contribute ideas for new features and enhancements to Chiplytics products and services
11. Collaborate with executive leadership to set priorities and timelines
12. Take ownership of one or more Chiplytics Objectives and Key Results
13. Respond to customer needs in a timely fashion
14. Travel for onsite customer visits and industry conferences and events, as appropriate

Requirements

- 5+ years of experience in B2B product marketing, semiconductor, electronic component distribution, or other relevant industry
- Knowledge of supply chains, semiconductors, and hardware
- Thorough understanding of customer needs and decision-making hierarchy in order to proactively assess, clarify, and validate customer needs on an ongoing basis
- Excellent leadership, communication, and teamwork skills
- Ability to work independently and take ownership of projects
- Willingness to expand beyond core competencies to assist startup needs
- Excitement around being a key team member in a startup where we are building products and services from the ground up
- Familiarity with the US Government's federal acquisition process and Eligibility for US Government security clearance is a plus
- U.S. Citizen

How to Apply

Send an email to join@chiplytics.io with your resume and short paragraph about yourself and why you're interested in applying.