

## CloudBees

### Product Management & Marketing Role

#### Job Description

- **Product Management responsibilities**

- Responsible for managing all inbound customer feedback on the product
  - Find customers willing to talk
  - Conduct customer interviews to determine:
    - What characteristics make for the best customer fit?
    - What are the best initial target applications?
    - What features are needed to have a minimum viable product?
      - What features are not needed and can be left out to later releases?
    - What price will customers be willing to pay?
      - What kind of pricing matrix can be created that will optimize revenues, while still providing an attractive value proposition for customers?

Create a customer advisory board

- **Product Marketing responsibilities**

- Help develop the company positioning
- Define the positioning statement
- Define the key messages the company will use with customers and analysts
  - Develop the customer PowerPoint pitch
- Maximize company awareness within the buyer community
  - Identify the top press, analysts, bloggers and influencers
  - Work to establish relationships with them
  - Convert them to supporters
  - Get them to write about the company

- **Lead Generation responsibilities**

- Maintain the company web site
- Develop an Inbound Marketing strategy:
  - Create a blog that focuses on key educational and strategic (not selling) topics
    - Create content for the blog, web site, webinars, etc.
    - Optimize the articles for SEO
  - Use Twitter, Facebook and LinkedIn to develop an audience for the company blog
- Develop a conversion strategy to take web site visitors and drive them into a trial

- Develop a conversion strategy to optimize the conversion of trials into paying customers
  - Develop a Lead nurturing capability that will take leads that don't convert and nurture them to the point where they are ready to buy
    - Email campaigns
    - Newsletters
    - Webinars
  - Use Lead Scoring to determine automatically which leads are most qualified, and which of the nurtured leads are showing signs of being ready to buy
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- **Infrastructure responsibilities**
    - Implement Salesforce.com
    - Implement HubSpot for Inbound Marketing and lead nurturing
    - Design and implement a metrics tracking system to manage and improve the marketing funnel

## Location

The candidate must be located in Boston, MA.

CloudBees has employees on 3 continents. As such it is primordial for the candidate to feel at ease working with a highly distributed team, leveraging collaboration tools.

## Contact Information

If you are interested in this position, please send an e-mail to [sacha.labourey \(at\) cloudbees.com](mailto:sacha.labourey@cloudbees.com).

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