

# Global Marketing Manager

**Company:** TrueLeap Inc.

**Location:** Flexible (U.S. / India / Remote)

**Team:** Global Marketing

**Reports to:** Executive Leadership (CEO)

## About the Role

TrueLeap Inc. is hiring a **Global Marketing Manager** to lead marketing strategy and execution across regions, products, and platforms. This is a high-impact leadership role for a marketer who thrives in global, cross-cultural environments and enjoys demand generation and social-led growth.

You will oversee and coordinate marketing activities, such as demand gen, product marketing, content, and community, across teams in the **United States, India, and Africa**, working closely with executive leadership, product, and engineering to bring new platforms and initiatives to market. This role blends strategy with hands-on execution and requires comfort operating in fast-moving, founder-led environments.

## What You'll Do

### Global Marketing Leadership

- Lead global marketing efforts for TrueLeap's products, platforms, and programs.
- Build and manage a distributed team of marketing specialists (content, growth, partnerships, community, and operations).
- Translate product vision and technical capabilities into clear positioning, messaging, and value propositions.
- Ensure a consistent brand voice and narrative across regions, channels, and audiences.

### Cross-Regional Coordination

- Coordinate marketing activities, timelines, and priorities across teams in the U.S., India, and Africa.

- Serve as the central point of alignment between executive leadership, product, engineering, and external partners.
- Manage communication and collaboration across time zones with clarity and accountability.

## **Go-to-Market & Launch Execution**

- Develop and execute global go-to-market strategies for new platforms and initiatives.
- Oversee launch assets including website content, product narratives, announcements, decks, demos, and campaign materials.
- Support PR, media outreach, and thought leadership in partnership with leadership and external stakeholders.

## **Content, Community, and Growth**

- Guide creation of content that clearly explains TrueLeap's differentiated value and mission.
- Support early community activation, partnerships, and ecosystem engagement.
- Collaborate on founder-led storytelling and visibility across media, events, and digital channels.

## **Marketing Infrastructure & Scale**

- Build scalable marketing processes, tools, and workflows to support global growth.
- Define success metrics and early indicators of adoption, engagement, and market traction.
- Support hiring, onboarding, and coordination of additional marketing contributors as the team scales.

## **What We're Looking For**

### **Required**

- 5–8+ years of experience in marketing, product marketing, or growth roles.

- Proven experience working with **distributed, cross-regional teams**, including the U.S. and India.
- Experience launching or scaling **SaaS platforms or digital infrastructure products**.
- Strong command of product positioning, messaging, and go-to-market strategy.
- Excellent communication, coordination, and execution skills.
- Comfortable operating in fast-moving, ambiguous, early-to-growth stage environments.

### Nice to Have

- Experience with AI-powered products, education technology, or community platforms.
- Startup or scale-up experience.
- Global or cross-cultural leadership experience.
- Experience working closely with founders or executive leadership teams.

### What Success Looks Like

Within the first six months:

- Coordinated, effective marketing execution across the U.S., India, and Africa.
- Clear positioning and launch-ready assets aligned with product capabilities.
- Early traction and engagement demonstrating strong market resonance.
- A scalable global marketing foundation that supports long-term growth.

### Why Join TrueLeap

TrueLeap Inc. builds **global, AI-enabled knowledge and community infrastructure**. Our work spans continents, cultures, and disciplines, with a focus on making learning, connection, and opportunity more accessible worldwide.

This is a **full-time leadership position reporting directly to the CEO**, with meaningful influence over global strategy, brand, and growth.

## Apply

Please send your resume and a short note explaining your interest in this role to:

 [sunny@trueleap.io](mailto:sunny@trueleap.io)

In your cover letter, include **one specific example** of a cross-regional marketing initiative you personally led (e.g., U.S.–India), outlining your role, the challenge, and measurable outcomes.