



## [Remote] Product Marketing Manager

REMOTE - EMEA / MARKETING / FULL-TIME / REMOTE

### Welcome to the Future

Become a part of the revolution at MOSTLY AI, where cutting-edge technology meets privacy protection. We lead the way in privacy-preserving synthetic data, using advanced Generative AI to create it. Our goal is clear: to provide everyone with secure data, enabling them to build a brighter and more equitable future.

At MOSTLY AI, we assist companies worldwide in sharing their large data sets with peace of mind, ensuring the privacy of their clients always comes first. With an expanding clientele, we are searching for a Product Marketing Manager to join our dynamic team and make a meaningful contribution to the world of AI.

Take advantage of this opportunity to have a lasting impact through AI. Join us!

### Join the Revolution

As the Product Marketing Manager you will be part of the Global Marketing Team and responsible for promoting and advocating the MOSTLY AI synthetic data platform. You are a highly motivated self-starter who consistently raises the bar. You are an experienced, proficient communicator and product marketing specialist for B2B tech topics in the field of data, AI, and machine learning. As a creative and innovative marketer, you position MOSTLY AI as the number one synthetic data platform with your deep understanding of the product and superior writing skills, highlighting technical features to a broad audience effortlessly and being deeply embedded with the product in such a way that you know the product roadmap off of the top of your head.

If this sounds like you, then you should read further!

## Ride the AI wave

- Be a product advocate for synthetic data: develop the MOSTLY AI brand to become the market leader
- Create demand for our synthetic data platform through effective messaging and marketing programs
- Collaborate effectively with the Global Marketing, Sales and Product teams to deliver on your goals
- Support our product-led growth activities to promote growth of our free version
- Work closely with the product team to anticipate features and releases, and plan activities ahead of launches
- Develop and draft product-led marketing content like newsletters, blogs, social media posts, video content of product features, and more
- Gain insights into our customers/users by comprehending their needs, challenges, and use cases involving synthetic data and data transformation
- Create innovative messaging and oversee content management by formulating engaging communication for a fresh market category, crafting narratives tailored to every phase of the customer journey, effectively distinguishing us from competitors, and conveying our unique value proposition to our target audiences
- Compose and oversee content strategy while establishing the distinctive voice for our products
- Collaborate closely with various teams to conceive imaginative and captivating narratives that cater to our audiences across multiple channels such as campaigns, blogs, webinars, and other outward-facing content

## Bring your A-game

- Degree in Engineering, Computer Science, IT, Data Science or a related field a plus
- 6+ years of experience in relevant role, with at least 3 to 5 years of experience working in product or growth marketing preferred
- Strong background/subject matter expertise in data and AI/ML preferred

- Experience with the following tools: Mixpanel, HubSpot, Google Analytics, WordPress
- Experience writing and producing engaging written, visual, and video content
- Ability to measure, analyze, execute, and improve marketing programs
- Ability to prioritize tasks within a startup environment, where projects are evolving
- Self-starter with industry insights to make data-driven decisions & recommendations
- Strong communicator and presenter with drive, empathy, and high energy
- Fluency in English

### Nice to have

- Product advocate or evangelist background
- Deep understanding of synthetic data
- Video editing skills a plus

### Fuel your growth

- **MOSTLY Remote** - Work from anywhere you want!
- **Win as a Team** - Participation in MOSTLY AI Phantom Stock Option Plan
- **Home office support** - €1000 allocation when you join and a yearly €300 top-up after that
- **Lunch subsidy** - Monthly lunch stipend valued at €100 per month
- **Boost your development:** continuous career development with an individual training budget and development check-ins twice a year
- **Time to recharge:** extra days off in addition to standard holidays and PTO
- **Giving back to the community:** one volunteering day per year
- **Heaps of fun:** Virtual team activities and twice a year in person
- Celebrations of your Birthday, Anniversary, and other special moments in YOUR life
- At MOSTLY AI we are striving for excellence and don't settle for average, that is why we offer competitive salary packages in addition to all our perks.

## About MOSTLY AI

MOSTLY AI serves many of the most renowned brands with its synthetic data platform. In particular, industries that deal with highly sensitive data already today reap the value of synthetic data. At the same time, there is a growing appetite for safe & smart data across all industries. These innovation leaders help us move forward, and define the category for years to come. Synthetic data will become a key pillar of every organization's data stack.

To us, it is key that as many people as possible can access, collaborate and build upon granular-level data, without infringing on anyone's privacy. Data that is artificially generated, yet representative, realistic, and insightful for people as well as algorithms alike. This allows for broad data collaboration within and across organizations, helping these to leverage the immense power of Data & AI in order to put these to good use for the benefit of everyone.

Our team is a diverse group of individuals from various backgrounds and walks of life, and we welcome all applicants. We are committed to providing equal employment opportunities to all. Regardless of a person's race, ethnicity, color, creed, religion, sex, sexual orientation, gender identity, marital status, citizenship status, age, national origin, ancestry, disability, veteran status, or any other legally protected status and to affirmatively seek to advance the principles of equal employment opportunity.

If you're ready to join the revolution and make a real impact through AI, we want to hear from you!

[MOSTLY AI Home Page](#)

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