
Marketing Manager

About Us

33Across is the first supply-side platform with integrated solutions to unlock addressability and monetization architected for privacy. We enable publishers to turn cookieless inventory into addressable and relevant revenue streams without any additional lift or cost. By unifying addressability, audiences, and monetization, publishers can easily accelerate the transition to a cookieless world. 33Across unlocks the puzzle of addressability and monetization for the open web.

The Role

We are looking for a product marketer who will be responsible for creating key messaging that clearly conveys our differentiation and how we're solving for today's cookieless problem. You will be joining the team at a pivotal moment for the company and reporting to the VP of Marketing. We are a small operation with a huge opportunity which means you will have the ability to shape and grow our technology in support of the open internet.

Responsibilities

- Develop and maintain a robust product marketing library (e.g. case studies, white papers, collateral, use cases, etc) to showcase how 33Across helps clients solve for today's cookieless challenge
- Gain an understanding of the marketplace, user personas, and competitive landscape
- Create messaging that clearly communicates what we do and how we solve big problems
- Coordinate cross-functionally with the Product, Operations, and Sales teams to promote success stories that help us meet our business objectives
- Create a customer feedback loop to evaluate messaging and positioning
- Work with the team to identify campaign opportunities from design, activation, and post-mortem evaluation

Desired Skills and Attributes

- 3-5 years of marketing experience, in the ad tech industry- bonus: if you have experience with identity resolutions products
- Product Marketing: understanding and demonstrated experience in the process and deliverables around product marketing
- Data storyteller: strong written and analytical skills with experience in creating, writing, and editing case studies, developing marketing assets
- Team player: work individually and collaborate cross-functionally to drive the business forward while managing project deadlines and deliverables
- Time and Organization: Excellent organizational skills and attention to detail with the ability to work under pressure in a fast-paced environment

- Ability to accept and give constructive feedback positively
- Experience with CMS (preferably Hubspot), PowerPoint, Google Analytics

What We Can Offer You

- Competitive salary, bonus and equity
- 100% paid medical coverage for most plans
- 100% paid vision and dental benefits
- 401K match to help you save for the future

More Benefits & Perks We Offer

- Flexible/ Remote Working
- Paid Child Bonding Leave
- Wellness Bonus \$4k in 2022
- Remote Work Stipends
- Employee Recognition Program
- Individual Career Development Planning & Budgets
- A Rewarding & Engaging Company Culture

Interested? Please submit your resume to marketing@33across.com