



Job Title: Product Marketing Manager

Location: Kirkland, WA

Department: Marketing

Donuts Inc. is the global leader in high-quality, top-level domains for unifying, managing and amplifying digital identity. The company is privately held, profitable, and has outstanding backing from Adams Street Partners, Austin Ventures, Emergence Capital and TL Ventures - top tier venture firms. Donuts is headquartered in Kirkland, Washington, with offices in Denver, Colorado, Dublin, Ireland and Beijing, China. For more information, please visit www.donuts.domains. Donuts recently completed the acquisition of Rightside Group, Ltd. This is an exciting time to join the Donuts team. The company is thriving and we are gearing up for our next phase of growth.

The ideal candidate

Donuts Inc. seeks a high-energy, results-oriented individual to join our team as **Product Marketing Manager**. You'll lead go-to-market initiatives across several digital product verticals. This is a dream job for a top-notch product marketer eager to jump into an exciting opportunity, think strategically about how businesses build and own their brands online, and put those strategies into motion. The successful candidate will be an entrepreneurial team player that learns quickly, thinks strategically, has deep experience in product marketing, possesses a terrific work ethic and strong sense of ownership, loves big challenges, enjoys teamwork, and knows how to have fun while driving outstanding results. Cross-functional collaboration with product management, engineering, channel development, corporate communications, operations, legal and executive leadership are critical success factors, too.

Responsibilities

- Attain comprehensive knowledge of industry ecosystem and Donuts product offering
- Develop and maintain differentiating product positioning and messaging
- Create and effectively communicate the value proposition of Donuts products to our retail channel and end customers
- Inspire and collaborate with internal teams to ensure a consistent product message and experience
- Lead the product GTM process to ensure all feature and product launches are effectively supported and landed in the channel.
- Collaborate with channel development, sales and corporate communications to represent the voice and needs of the customer.
- Develop assets to effectively educate and enable Donuts channel development and sales teams to sell Donuts' products.
- Create and deploy new marketing campaigns to support new feature and product launches and drive adoption



Qualifications

- BA/BS degree, MBA preferred
- 5+ years of experience in product marketing or marketing management
- Demonstrated ability to start and complete projects on strategy, on time and on budget.
- Strong analytical and strategic thinking skills
- Proven cross-functional and relationship-building skills with internal colleagues and external partners
- Persuasive verbal and written communication skills
- Ability to create and use data for decision making and experimentation
- Experience in marketing to SMBs through sales channels
- Demonstrated ability to work effectively across groups and up and down the organization

Compensation

Donuts offers a highly competitive compensation package and a friendly, collaborative culture that values employee engagement: we are a “flat” organization where all voices matter, and we offer employees ongoing career development opportunities. Donuts also has some great perks such as catered Friday lunches, a fully-stocked kitchen, cocktail “mixology” events, company bikes, and stunning waterfront views of Lake Washington.

Donuts is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, marital status, sexual orientation, gender identity, disability or any other category prohibited by local, state or federal law. This policy applies to all aspects of employment, including recruitment, placement, promotion, transfer, demotion, compensation, benefits, social and recreational activities and termination.

Please send your cover letter and resume today to **rob@donuts.email**.