



Position: Product Marketing Manager

Department: Marketing

Reports to: SVP, Marketing

Location: Birmingham

Dash Solutions is a fast-growing fintech company that provides digital payments and engagement program management to thousands of customers throughout the US. Dash Solutions offers innovative strategies and a proprietary technology stack, including payroll, expense, gift, reward, and incentive card products to employers, financial institutions, and government agencies.

Position Summary

As a Product Marketing Manager, reporting to the SVP, Marketing, you are a modern marketer responsible for overseeing the creation and distribution of promotional campaigns around our four key product solutions. You will work cross-functionally across our organization to develop and implement a product marketing strategy roadmap for specific product solutions to optimize and maximize our solutions. You will play a critical role in driving business growth and revenue by delivering these effective product marketing strategies.

To improve Dash Solutions' product marketing output, your responsibilities include, but are not limited to:

- Create and execute marketing strategies including a communications calendar for our 4 core solutions
- Create and execute cardholder revenue maximizing communications strategies for new product launches for key programs
- Lead product marketing content development
- Craft Dash Solutions' product storytelling vision and voice
- Educate stakeholders and Dash Solutions team on current product messaging
- Serve as key contact and manage other product marketing initiatives
- Create and execute SEO strategies to maximize performance of dashsolutions.com
- Manage and prioritize multiple requests in a fast-paced environment.

Desired Skills & Experience:

- 10+ years of marketing experience in a fast-paced, high growth environment, ideally in B2B tech.
 - Strong project and program management skills
 - Deep understanding of market trends
 - Firm grasp of ways to develop strategic product marketing campaigns
 - Experience working successfully with cross-functional teams and external agencies
 - Data-driven mindset: a proven track record of using metrics to develop and iterate campaigns and content
 - Self-starter, ability to take a concept and run with it
 - Fluency working in email marketing automation tools (ex: CleverTap, pardot)
 - BS/BA degree, preferably (but not necessarily) in Marketing, communications, or Journalism.
- You are comfortable in a high-volume, fast-paced workforce. You are a self-starter, innovator and natural collaborator, comfortable working both independently and closely with stakeholders in marketing, product and sales and external partners.

Our Culture

The unique culture at Dash Solutions is hard to beat, where innovation and a hard-working environment go hand-in-hand with a casual and fun atmosphere. We promote an energetic and team-oriented workplace where collaboration and a results-driven attitude is key to our success.

Our DASH Values

- **Solutions** – We use creativity to develop innovative solutions.
- **Passion** - We are passionate about delivery for our customers every day.
- **Authenticity** – We lead and communicate with authenticity.
- **Respect** – We row together with respect and enjoy the ride.
- **Key** – The key to our success is our willingness to ask “WhyNot?”

Our Benefits

Dash Solutions is proud to be an Equal Opportunity/Veterans/Disabled/LGBTQIA+ Employer and provides a competitive, and comprehensive compensation package.