



Job Title: Product Marketing Manager
Based in: Mexico, Colombia, or big cities in LatAm
Reports to: Product Team Lead

Please note that fluency (spoken and written) in English and Spanish, and at least 3 years of experience in product marketing management, is mandatory for this role.

Interested candidates: Please send your CV and cover letter to careers@tent.org.

About the Tent Partnership for Refugees:

With more and more refugees displaced for longer periods of time, businesses have a critical role to play in helping refugees integrate economically in their new communities. Tent was launched in 2016 by Hamdi Ulukaya, the CEO and founder of Chobani – a multibillion dollar food company in the U.S. – to mobilize global businesses to fill this gap by helping connect refugees to work. Today, Tent is a network of 400 major companies committed to hiring, training, and mentoring refugees. Find out more at www.tent.org.

About the role:

As a Product Marketing Manager at the Tent Partnership for Refugees, you'll play a pivotal role in shaping and executing the marketing strategy for software products that help refugees and other work-authorized migrants get hired by Tent member companies at scale. This role's initial focus will be primarily on Mexico, where Tent has ambitious goals to help thousands of migrant job seekers get hired through the Tent Employment Portal. This position sits on Tent's new product team that leads the innovation, design, and iteration of solutions and partnerships to help refugees get hired at scale. This position will have a dotted reporting line to the Director of Global Brand Marketing.

Key Responsibilities:

Drive product positioning and go-to-market strategy (70%)

Partner with product and country teams to reach and convert thousands of refugee and migrant job seekers through multiple channels—from social and traditional media, to in-person activations and grassroots marketing, to NGO and government partnerships.

- Define product positioning and messaging based on product goals, user feedback, and each country's competitive landscape
- Develop and maintain product song sheets expressing value propositions for refugee jobseekers and Tent member company recruiters
- Ensure consistent messaging across all product touchpoints
- Plan and execute refugee-facing marketing campaigns that take calculated risks to iterate tactics across all channels – from social and traditional media, to in-person activations and grassroots marketing – in close collaboration with country teams and with oversight from the global brand marketing team
- Track and analyze the performance of all product marketing campaigns, constantly using data-driven insights to optimize ROI in terms of product adoption goals
- Develop customizable product marketing collateral with designer and product team, including product demos, printed materials, and digital assets.

- Support Partnerships Managers to strengthen product advocacy and partnership ROI
- Support Communications team with earned media coverage

Support Product Discovery & Delivery (30%)

Partner with product and country teams to discover & iterate solutions that help Tent member companies hire refugees and migrants at scale.

- Be the voice of the product: Lead copywriting and oversee content translation for both job seeker and recruiter user experiences
- Develop user engagement templates and processes to optimize responsiveness and maintain a clear sense of voice of customer
- Test new features before they are released, as part of a small and highly collaborative product team

Essential Skills & Experience:

- At least 6 years of work experience, with at least 3 years of experience in product marketing management or related roles, preferably in Agile environments
- Fluent in written and verbal English and Spanish, preferably including user-facing copywriting experience in both languages
- Proven track record in marketing campaign development, execution, and analysis, preferably having managed diverse channels, stakeholders, and an iterative budget
- Proven experience writing clear and compelling copy for social media, email marketing, and/or in-product use
- Proven experience developing clear and compelling product demos
- Strong proficiency in creating and analyzing marketing campaigns on platforms including Google, Facebook, WhatsApp, Instagram, and Telegram
- Desire to work in a dynamic, entrepreneurial, and results-driven environment
- Strong analytical skills with a knack for quickly synthesizing and deriving actionable insights from both structured and amorphous evidence
- Proven experience balancing multiple projects and shifting priorities, while working against tight deadlines in a dynamic environment
- Excellent communication and relationship building skills, with the ability to collaborate effectively with cross-functional teams and with a broad set of stakeholders

Desired Skills, Experience & Qualities:

- Comfort in a fast-paced role with a relatively small, ambitious, and growing organization
 - Enthusiasm to receive frequent feedback from hands-on leadership
 - A willingness to roll up your sleeves and tackle new challenges
 - A hard worker willing to go above and beyond to deliver high-quality work
 - Ability to make decisions in a changing environment
 - A direct and open style of communication
 - A strategic operator, with the ability to proactively find opportunities and solve problems
 - An innovative thinker, with a track record of translating thinking into action and outcomes
 - Intellectually curious, with a thirst for learning
 - Experience in Mexico market preferred
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TENT

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