



Product Marketing Manager Ethos Systems

About us:

Founded in 2019, Ethos is the first Human Readiness Platform that combines learning, performance, and outcomes in one unified platform. Our platform delivers modernized training, real-time readiness dashboards, and AI-driven personalization - all built for enterprise-scale deployment across both commercial and classified networks. A trusted mission partner to the most demanding customers in the world, Ethos serves over 150 enterprise customers across the U.S. military, life sciences, manufacturing, supply chain, and professional sports industries.

About the Role

We are seeking a Product Marketing Manager to support go-to-market strategy and positioning for our platform serving government agencies and enterprise clients. You will draw from market and competitive insights to create messaging and materials that are clear, compelling, and deliver results. This role is ideal for a resourceful product marketer who excels at translating complex technology into compelling value propositions in a high-growth environment.

Key Responsibilities

- **Product Messaging & Positioning:** Work closely with the Head of Marketing, Product Management, and cross-functional teams to develop messaging that speaks to customer pain points and highlights unique value propositions.
- **Alignment with Product Roadmap:** Partner closely with the Product Management team to align product marketing efforts with the product roadmap, owning timeline and deliverables for high-impact releases.
- **Product Content Creation:** Build high-quality content and tools, including decks, one-pagers, battlecards, case studies and more to help sales and customer success teams articulate our value, overcome objections, and close deals.
- **Empower Sales Teams:** Create custom demo environments tailored to different customer segments, needs, and industries.
- **Strategic Market Insights:** Collaborate with internal experts to develop messaging and materials on the competitive landscape, our differentiators, and our strategic partners.

Basic Qualifications:

- Bachelor's degree or equivalent work experience; advanced degree a plus
- 5+ years of experience in B2G and/or B2B product marketing
- Superior writing, communication, and presentation skills
- A team player with strong interpersonal and communication skills
- Self-motivated and able to handle multiple competing priorities

Compensation & Benefits

As a mission-driven start-up, Ethos seeks to compensate employees competitively while providing significant upside with equity. Benefits include subsidized health insurance (Medical+Vision+Dental included), 401k, life insurance, and cell phone stipend.

Range: \$140,000-\$170,000 annual base salary.

A Note on What We're Looking For:

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. At Ethos, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.

Interested applicants can email a cover letter and resume to marketing-careers@ethosystems.com.