



## **Product Marketing Manager**

*Remote position based in the U.S.*

1touch.io is a U.S.-headquartered and Israeli-based technology company and the pioneer in Sensitive Data Intelligence. The company ensures automated, real-time discovery, classification, mapping, and tracking of sensitive personal data flow. The company has designed an AI-based sustainable data discovery and management platform, which is called Inventa, to ensure the privacy, security, and governance of data. Our target market is largely distributed, hybrid customers that hold petabytes of information in different structures and forms in different locations - on-prem and cloud.

We are looking for a skilled and dynamic **Product Marketing Manager** with exceptional writing skills. In this role, you will be responsible for creating relevant product marketing content around data security, governance, compliance and privacy.

### **Responsibilities**

- Write and produce high-quality content such as product brochures, white papers, blog posts, case studies, email campaigns, and website copy that clearly communicates the value and benefits of our products.
- Research our market's consumer preferences then target and segment our customers effectively based on this research
- Collaborate with sales team to create marketing content that will enable the sales team
- Create product marketing content that clearly and effectively communicates our value-proposition
- Work closely with CMO and VP of Product to support their projects

### **Requirements & skills**

- Bachelor's degree or equivalent experience in related area
- 4+ years experience in product and content marketing
- 2+ years experience in data security, privacy and governance
- Strong verbal, written, and presentation skills

### **Nice to have**

- MBA or other advanced degree
- Ideally startup experience
- Knowledge of cloud security concepts and technologies (e.g., AWS, Azure, GCP, IBM).
- Knowledge of data security and governance tools



**To Apply**

Qualified candidates send your resume with a cover letter and a writing sample to [hr@1touch.io](mailto:hr@1touch.io).