



<https://www.cielhr.com/careers/product-marketing-manager/>

Product Marketing Manager

Description

CIEL is among the largest HR services providers in India, recognised by SIA in their Feb 2021 report and has grown at 173% CAGR since 2015. It continues its growth momentum and has the vision of emerging as one of the largest and most respected HR services companies. CIEL is anchored on the values of growth, professionalism, dignity and diversity.

CIEL offers recruiting and staffing services from its 50+ offices spread across India. For the Staffing business, CIEL fulfills the requirements of its clients by a team of experts who specialise in specific aspects of the business. HR Operations is a crucial part of the deliverables and the HR Ops Specialists take care of employee lifecycle management end to end. This role becomes the central piece in managing the client engagement and growing the relationship.

We are looking for a strategic and creative Product Marketing Manager to own go-to-market planning, product positioning, customer journey mapping and campaign execution. You'll be the bridge between product, sales, and marketing; craft compelling narratives and drive adoption through effective messaging, campaigns and experiences.

Responsibilities

- Go-to-Market Strategy: Lead GTM planning for new product launches, feature updates and strategic initiatives.
- Positioning & Messaging: Develop differentiated messaging frameworks that clearly articulate value propositions for different customer segments.
- ABM Campaigns: Plan and execute integrated marketing campaigns to drive awareness, engagement, nurture and pipeline growth.
- Event-led Growth: Lead event strategy (online and offline) as part of GTM or customer activation—including webinars, conferences and roundtables.
- Sales Enablement: Equip sales teams with battle cards, pitch decks, customer stories and training to support product positioning.
- Customer Journey Design: Map end-to-end journeys to improve customer experience, onboarding, engagement, and retention.
- Market & Competitor Intelligence: Connect with customers and conduct market research on new competing products in the market, pricing and product development decisions.
- Collaboration: Work closely with product, growth, sales and content teams to ensure consistent and impactful execution.

Qualifications

- 4–8 years of experience in product marketing, preferably in B2B tech / SaaS / digital platforms.
- Strong storytelling, writing, and presentation skills.
- Proven ability to plan and execute cross-functional GTM campaigns.
- Understanding of the full marketing funnel and customer lifecycle.
- Experience with CRM, marketing automation tools, and campaign analytics.

Hiring organization

CIEL HR

Employment Type

Full-time

Job Location

Bengaluru, Bangalore

Date posted

August 18, 2025

- Prior experience in event planning or event-led growth is a plus

Job Benefits

- Be part of well-established organization with a proud legacy of innovation and trust since 1992, offering stability, growth, and a collaborative work environment
- Opportunity to work on category-defining products. Career advancement opportunities and comprehensive training programs
- Part of the Organization that won Great Place to Work for 6 consecutive years
- Collaborative team culture that encourages experimentation and autonomy
- Access to sales training, certifications and industry conferences
- Upto Medical Insurance of INR 5L for full family
- Flexible Work Hours
- Opportunity to work with group businesses and multiple HR products and services

CIEL HR is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.