



# Dstny – Senior Content Marketing and Communication Manager

## Overview

We are looking for a Senior Content Marketing and Communication Manager to lead the development of clear, compelling, and consistent messaging across all customer-facing touchpoints. This role sits at the intersection of product, marketing, and sales, translating complex ideas into messaging that resonates with both technical and non-technical audiences while clearly delivering the product's value proposition.

The role also owns key strategic communication initiatives including analyst relations, thought leadership programs, and webinars. You will leverage modern AI-powered tools to accelerate content creation, extract market insights, and continuously refine messaging based on data and market intelligence.

This position requires agile and creative thinking and offers strong opportunities for career growth, ownership, and turning ideas into action.

## Product Messaging, Positioning, and Value Proposition

- Partner closely with product marketing and product teams to define and deliver a strong, differentiated value proposition.
- Craft messaging that clearly highlights customer benefits, pain points, and key product differentiators.
- Translate technical capabilities into compelling, customer-centric narratives for multiple audiences.
- Continuously refine messaging based on customer feedback, market trends, competitive insights, and performance data.

## Sales and Marketing Collateral

- Create content to support marketing campaigns, such as landing pages, paid ads, email campaigns, and social media copy.
- Ensure all assets clearly communicate value and are aligned with the buyer journey.
- Partner with sales leadership to ensure content directly supports pipeline generation and deal acceleration.

## Customer-Facing Content

- Produce engaging content such as blog posts, case studies, whitepapers, video scripts, and customer success stories.
- Educate prospects and customers on product value, use cases, and industry challenges.
- Collaborate with internal teams and customers to gather insights and translate them into impactful content.
- Contribute to thought leadership initiatives that position the company as a credible voice in the market.

## Analyst Relations and Market Influence

- Own and coordinate analyst relations activities with leading industry analyst firms.

- Develop briefing materials, messaging frameworks, and supporting content for analyst engagements.
- Manage ongoing communication with analysts and ensure consistent messaging across briefings, reports, and research participation.
- Translate analyst insights into actionable internal intelligence to refine positioning, messaging, and market strategy.

## **Webinars and Thought Leadership Programs**

- Plan, coordinate, and execute webinars that support demand generation, thought leadership, and customer education.
- Work with subject matter experts, partners, and customers to develop compelling webinar topics and presentations.
- Manage the full webinar lifecycle including promotion, content development, delivery, and post-event follow-up.
- Repurpose webinar content into additional marketing assets such as blog posts, videos, and social content.

## **AI-Enabled Content Creation and Market Analysis**

- Leverage AI tools to accelerate content creation, ideation, research, and content repurposing.
- Use AI-driven insights to identify market trends, competitive signals, and emerging customer needs.
- Improve efficiency and scale in content production while maintaining high quality and brand consistency.
- Continuously experiment with new AI-enabled workflows to enhance marketing effectiveness and content performance.

## **Consistency Across Channels**

- Own messaging consistency across all channels, including website copy, emails, social media, webinars, and customer communications.
- Develop and maintain messaging frameworks, guidelines, and tone-of-voice standards.
- Review and optimize existing content to ensure alignment with brand, product positioning, and value proposition.

## **Required Traits and Skills**

- Native-level (C2) written and verbal English — this role lives and dies by the quality of the writing
- Excellent written and verbal communication skills with a strong storytelling mindset.
- Deep understanding of customer pain points and how to address them through clear, persuasive messaging.
- Ability to create both technical and high-level content for diverse audiences.
- Experience managing analyst relations or working with industry analysts is highly desirable.
- Experience developing and running webinars or virtual events.
- Familiarity with AI tools for content development, research, and market analysis.
- Agile and creative thinker who can adapt quickly to changing priorities and test new ideas.
- Strong collaboration skills and experience working cross-functionally with product, sales, and marketing teams.
- Ability to manage multiple projects and turn ideas into executed deliverables.

