

Product Marketing Manager

Full-time – Markham, Richmond Hill, Ontario

MapsPeople is entering a pivotal phase of AI-led transformation and growth, shaping the future of spatial intelligence and indoor navigation for enterprise customers worldwide. As we continue to scale across the Americas, we are looking for a **Product Marketing Manager** to strengthen how we position our platform, bring new capabilities to market, enable our sales organization, and connect our technology to the business challenges our customers are solving.

The Role

This is a hands-on role for someone who can understand complex technology, turn it into a compelling commercial story, and take that story to market.

You will own and evolve our product positioning, messaging, go-to-market strategy, sales enablement, content, and event programs.

Working closely with Product Management, Sales, and Marketing, you will translate technical capabilities into clear customer value, develop the narratives and materials that support our commercial teams, and ensure we bring products and new capabilities to market effectively.

You will also play an important role in bringing customer, competitive, and market intelligence back into the organization to help influence our product, pricing, packaging, and commercial strategy.

What You'll Do

Product Marketing & Go-to-Market

- Own and evolve MapsPeople's positioning, messaging, value propositions, target customer profiles, personas, and competitive differentiation.
- Translate complex technical capabilities across indoor mapping, spatial intelligence, integrations, and AI into clear business value and executive-level narratives.
- Develop and execute go-to-market strategies for new products, capabilities, and launches in collaboration with Product Management and Sales.
- Build a strong understanding of our customers, prospects, markets, and buying journeys through direct engagement with customer-facing teams.
- Own competitive intelligence, including competitor monitoring, battlecards, market trends, and win/loss analysis.
- Bring market and customer insights back to Product Management and leadership to help inform roadmap, pricing, and packaging decisions.

Content & Sales Enablement

- Develop content strategies aligned with our target audiences and different stages of the customer journey.
- Create high-impact customer case studies, thought leadership, webinars, videos, email campaigns, sales collateral, and event content.
- Build and maintain sales enablement materials including pitch decks, one-pagers, demonstration narratives, objection handling guides, competitive battlecards, and return-on-investment stories.
- Train and enable Sales on new positioning, messaging, product launches, and campaigns.
- Work with internal subject-matter experts, agencies, and freelancers to scale content production while maintaining quality and consistency.

Events

- Develop the annual event strategy together with Sales and leadership, including event selection, objectives, budgets, and expected commercial outcomes.
- Build complete event programs covering target account identification, pre-event outreach, meetings, on-site engagement, and structured post-event follow-up.
- Manage conferences, sponsorships, speaking opportunities, hosted events, regional programs, and virtual events.
- Measure event performance against defined objectives and continuously improve the event portfolio based on results.
- Travel approximately 20–30%, primarily during event periods.

What We're Looking For

- 5+ years of B2B marketing experience within software, Software as a Service, or enterprise technology.
- Strong product marketing experience across positioning, messaging, go-to-market, product launches, competitive intelligence, and sales enablement.
- Proven ability to understand complex technical products and translate capabilities into clear customer and business value.
- Experience developing compelling narratives for both technical audiences and senior executives.
- Demonstrated ownership of go-to-market programs from strategy through execution and measurement.
- Experience working closely with Product Management and Sales teams.
- Strong written communication and storytelling skills.
- Experience developing sales enablement materials such as pitch decks, battlecards, demonstration scripts, one-pagers, and return-on-investment tools.
- Experience owning events as a commercial and demand-generation channel.
- Working knowledge of customer relationship management and marketing automation platforms, with the ability to analyze campaign, funnel, and customer data.
- Hands-on experience using AI in everyday marketing work, including research, competitive analysis, content development, campaign execution, sales enablement, and data analysis.
- A practical understanding of where AI can improve speed and quality and where human judgment remains essential.
- Comfortable operating both strategically and hands-on in a fast-moving, international environment.

Nice to Have

- Experience within PropTech, WorkTech, geospatial technology, mapping, digital twins, smart buildings, workplace technology, or enterprise platforms.
- Experience marketing application programming interfaces, software development kits, integrations, or developer-facing products.
- Experience with analyst relations or public relations.
- Experience producing webinars, video, or podcast content.
- Experience building hosted customer or partner event programs.
- Experience marketing AI-enabled products or emerging technology.

Why MapsPeople?

At MapsPeople, you will have the opportunity to shape how a global technology company takes spatial intelligence to market.

You will work closely with Product, Sales, Marketing, and leadership to define how we communicate our value, launch new capabilities, and position MapsPeople for the next generation of AI-powered enterprise experiences.

If you enjoy taking complex technology, finding the commercial story behind it, and turning that story into something customers understand and sales teams can use, we would love to hear from you.