



# Product Marketing Manager Job Description

## Mission

The Ahh Towel is the world's first instant cooling wet towel. We deliver moments of cool, refreshing joy to those who need it.

As a product marketing manager for Ahh, your mission is to seek out those most in need of an Ahh Moment and turn them into regular customers.

## Job Description

The Ahh Towel is the world's first instant cooling wet towel. We deliver moments of cool, refreshing joy to those who need it. As a product marketing manager for Ahh, your goal is to acquire customers and grow the loyal Ahh fanbase. You will be responsible for product positioning, messaging, and marketing campaigns. Regular duties will include engaging with customers, producing an engaging content pipeline and leading upcoming product launches.

Ahh is a dynamic startup environment, and in this role you will have a large impact on the company. You will work closely with the technical founders/inventors as well as vendors and freelancers. You will have high autonomy and high upside potential.

The ideal candidate:

- has a passion for wellness, self care, and supporting mental health
- is a producer - someone who dives in and gets things done
- is a relentless, scrappy promoter
- has relevant professional experience in marketing and/or sales
- gets compliments on organization and execution ability
- is hungry for adventure, learning, and rapid career progression.

Day-to-day responsibilities include:

- Managing product launches - Indiegogo/Kickstarter
- Managing regular direct-to-consumer pipelines - email list, social media, paid digital ads, influencer marketing
- Conceiving of and executing marketing campaigns with contractors and vendors
- Supporting wholesale partners and brokers with content and materials
- Planning sales and marketing strategy with co-founders



## Job Type

Full-time

## Location

Chicago, Minneapolis/St. Paul, or Remote

## Pay

Salary

Equity

## About Ahh

“Ahh” is the sound of someone who feels content and happy. Ahh LLC was founded on the idea of the “Ahh Moment” - the transition from the uncomfortable, stressed place that you are coming from to the calm, relaxed place of relief and joy that the Ahh Towel brings you. Our mission is to deliver Ahh Moments and make the world a little more comfortable, a little more relaxed, and a little more “Ahh...”

Independently invented and founded, Ahh maintains a bootstrap mindset of relentless energy, hard work, and scrappiness. We work hard to maintain a high-trust, merit-driven environment, where everyone feels safe to offer their best thoughts, and knows that their best work will be noticed and appreciated. We expect everyone in the company and especially leadership to be humble enough to seek out and support the best solution even if it means they were wrong. When you are building something new, it doesn't matter what you already know, it matters how fast you can learn.