



DATA ANALYST

Interplay Learning provides a unique opportunity to work at the intersection of education technology, Virtual Reality, and enterprise software-- three dynamic sectors in technology. We are driven to use our leading Virtual Reality training technology to help the next generation of professionals and students build real skills for real jobs. We sell a cutting-edge product into "old-school" markets like HVAC, electrical, manufacturing, engine repair and the facility maintenance industry. High tech meets blue collar.

Interplay Learning has a unique culture that is split between remote workers and an office located in Austin, Texas. We are open to having this position be 100% remote or located in our Austin office.

Interplay Learning is an 8-year-old software company with a fun culture and committed team. In March, we closed a Series A funding from top tier venture firms. This means we can present a rare combo: the stability of an 8-year-old company with the upside and excitement of a start-up. Big things are happening here and we're looking for more A-players to join our team. If you are interested in pursuing this opportunity, please apply by sending your resume to careers@interplaylearning.com.

WHY INTERPLAY LEARNING?

- We are uniquely positioned to make an incredible impact on the skilled trades industry. The skilled trades world is facing a critical skills gap leaving many businesses without the right talent to grow their business. Did you know that [60% of current skilled trades workers](#) will retire in the next 10 years? Our training allows businesses to fill open positions more quickly and more affordably.
- Interplay Learning was [named to the latest Inc. 5000 list](#), which ranks the top fastest-growing private companies in the United States. We've recorded more than 120% growth in a three year period to earn the spot.
- We were recognized by the [Bill & Melinda Gates Foundation for our contribution to accelerating education innovation](#). The \$100,000 prize was awarded for the exceptional work done by our developers on our proprietary Skillmill engine.
- We have secured partnerships with several of the largest OEM's in the world (equipment manufacturers) to develop custom solution training.

- [Virtual Reality is the next “Smartphone.”](#) we believe that VR is poised to soon break through to the masses.

THE ROLE

The Product Marketing Specialist will be working closely with the Marketing Director and the Development team to bring continuity across all platforms. In this role you will be the brand advocate wherever you participate. You will need exceptional communication skills to succeed in this position. We are looking for someone who can fight for their ideas in a respectful and consistent manner. You will be responsible for helping drive development prioritization based on customer needs, assisting with product related marketing campaigns and collaborating with our data analyst to constantly improve our product based on customer data.

KEY SKILLS REQUIRED

- Ability to represent the marketing team during sprint planning, progress, demo, and retrospective meetings for product development
- Comfortable being the key liaison and leader within business development, customer support, sales, and on-boarding to ensure company messaging aligns with product content
- Ready to work closely with the sales team to provide verbiage/positioning statements for selling different solutions within our program
- Ability to assist the marketing team in understanding what makes our products stand out in the marketplace and how to best message this to our different audience types
- Ability to lead copying writing and development of all product specific communications including announcements, blogs, feature updates, etc.
- Must be an exceptional communicator (written and verbal)

WHAT DOES SUCCESS LOOK LIKE? Let's look at 1 year from now...

- You will have built a successful product marketing process that can be implemented across all of our programs (our catalog is growing rapidly!)
- You've supported the marketing team and dev team in making critical data-driven decisions based on customer data.
- You've demonstrated that you are a brand advocate from start to finish. You are constantly helping to create brand alignment within the product that spills into every aspect of our business.



- You've successfully been able to interpret data usage reports and help the team pivot prioritization to meet customer demands
- You've taken full ownership of product marketing and have become a valuable asset and liaison between the development and marketing team.
- Your impact in this role is evident across the entire business because your work has resulted in helping marketing and sales meet aggressive revenue goals.
- You have improved your communication skills as you've been able to practice sharing your ideas across multiple levels of the organization.

READY TO APPLY?

- Submit resume detailing your experience
- Submit a cover letter explaining why you would be a great fit
- Send to: careers@interplaylearning.com