

CUSTOMER MARKETING MANAGER
(CONTRACT-TO-HIRE)

HIRING ORGANIZATION

supplier.io

EMPLOYMENT TYPE

Contractor

DESCRIPTION

Customer Marketing Manager (Contract-to-Hire)

Company: supplier.io
Location: United States
Work Type: Remote
Employment Type: Contract-to-Hire
Salary: Not specified

Contact Details

Accommodation Email: hr@supplier.io
Phone: +1 9788435747
Important: These contacts are provided for reasonable accommodation support. They are not listed for resume submissions.

About supplier.io

Supplier.io provides supplier data solutions for enterprise organizations.

The company helps businesses manage supplier information for procurement, finance, compliance, risk, analytics, and AI initiatives. Its platform also supports supplier sourcing, sustainability programs, and supplier visibility.

About the Position

Supplier.io is looking for a Customer Marketing Manager to support customer adoption, expansion, and renewals.

The role focuses on helping existing customers understand new product capabilities and use them more effectively.

This is an execution-focused position with a commercial focus. Success is measured through product adoption and customer retention.

JOB LOCATION

? Remote work from: United States

DATE POSTED

? 09/20/2026

Product Adoption and Release Support

- Represent customer marketing during product release planning.
- Join product and product marketing planning early.
- Help shape how new releases are presented to existing customers.
- Turn product positioning into customer-facing communications.
- Adapt messaging for different customer segments.
- Adapt messaging for different personas.
- Create release communications.
- Support product announcement copy.
- Develop in-app prompts.
- Create enablement one-pagers.
- Segment customers by product usage.
- Segment customers by product entitlement.
- Segment customers by persona.
- Make sure releases reach relevant customers.
- Maintain the recurring “what’s new and why it matters” communication.

Expansion, Renewal and Retention

- Identify expansion opportunities.
- Identify cross-sell opportunities.
- Review product usage signals.
- Review entitlement gaps.
- Review account activity.
- Develop customer segments and messaging for expansion opportunities.
- Partner with the demand generation team on campaigns.
- Share customer insights with demand generation.
- Work with Customer Success on campaign ideas.
- Work with Sales to validate expansion opportunities.
- Support renewal activities.
- Create value-realization materials.
- Prepare usage recaps.
- Support program results reporting.
- Create ROI materials.
- Identify low-usage accounts.
- Surface adoption gaps to Customer Success.
- Share customer insights with Product.
- Share customer insights with Product Marketing.
- Create collateral for adoption and expansion conversations.

Campaigns and Execution

- Manage customer email campaigns from strategy through results.
- Define campaign audiences.
- Build customer segmentation plans.
- Write customer-facing email copy.
- Brief the internal email team.
- Review campaign performance.
- Analyze campaign results.
- Improve campaigns based on results.
- Maintain the installed-base communication calendar.
- Coordinate release communications.

- Coordinate lifecycle campaigns.
- Coordinate expansion communications.
- Manage the customer newsletter.
- Maintain product update communications.
- Brief content teams on adoption materials.
- Work with web teams.
- Work with design teams.
- Work with email teams.
- Define project requirements.
- Drive projects through completion.

Required Qualifications

- 5+ years of customer marketing experience.
- Lifecycle marketing experience may also be relevant.
- B2B SaaS experience is required.
- Strong customer-facing writing skills.
- Ability to write clear marketing copy.
- Ability to manage multiple projects.
- Ability to manage multiple stakeholders.
- Strong organizational skills.
- Ability to work in a lean environment.
- Comfortable handling strategy and execution.
- Ability to build and deliver marketing programs.

Preferred Skills

- Familiarity with AI tools.
- Experience with marketing automation.
- Experience with email platforms.
- Supplier diversity experience.

Work Environment

- Fully remote.
- U.S. position.
- Cross-functional role.
- Customer-focused marketing environment.
- Lean team structure.
- Close collaboration with Product Marketing.
- Collaboration with Customer Success.
- Collaboration with Sales.
- Collaboration with Product.
- Collaboration with demand generation.
- Collaboration with content, web, design, and email teams.

Work Authorization

Supplier.io states that it cannot sponsor work visas for U.S. positions.

This includes H-1B, TN, OPT, and similar visa categories. Candidates must meet applicable in-country work authorization requirements.

Additional Information

Supplier.io participates in E-Verify.

The company does not accept unsolicited resumes from recruitment or search firms.

Supplier.io is an Equal Employment Opportunity employer.

Accommodation Contact

For reasonable accommodation during the application or interview process contact:

hr@supplier.io

Phone:

+1 9788435747

These contacts are for accommodation support.

How to Apply

Applications should be submitted through the employer's official application process.

Company Contact Information

supplier.io

Location: United States

Work Type: Remote

Employment Type: Contract-to-Hire

Accommodation Email: hr@supplier.io

Phone: +1 9788435747