

Product Marketing Lead

About CodeVA

CodeVA is a thought leader in the K-12 education community, developing and delivering engaging computer science content for learners and educators. We are a remote 501(c)(3) non-profit organization, committed to retaining the core values that align our work with the organization's mission. CodeVA is committed to equitably supporting learners and educators, building sustainable and collaborative communities, and employing creativity and problem-solving to support the changing educational landscape. Our funders and partnerships include Amazon, Capital One, Google, Meta, The Commonwealth of Virginia, The National Science Foundation, and many other partners who value the need for a computer science-ready workforce.

Position Summary

The Product Marketing Lead serves as the bridge between CodeVA's program development teams and the marketplace. This position is responsible for developing and executing product marketing strategies that effectively position, package, and promote CodeVA's core offerings — including professional development programs and services, curriculum resources, and publications. This role ensures that each product is market-ready, clearly communicated, and aligned with customer needs. Although this position is fully remote, there may be occasional (but minimal) travel opportunities to conferences and events.

Job Responsibilities

Product Positioning & Strategy

- Define and refine product value propositions, ensuring clear alignment between CodeVA's offerings and customer needs.
- Lead the design and execution of Go-to-Market plans for CodeVA products and services.
- Design Customer Journey Maps that detail the entire experience a potential customer has with your edtech social enterprise, from initial awareness of a problem through to purchase/enrollment, engagement, completion, and eventually advocacy.
 - Conduct market research, competitor analysis, and pricing comparisons to inform positioning and strategy.
- Collaborate with the program team to translate technical or educational content into market-facing messaging and collateral.
- Support long-term product planning with customer and market insights.



Marketing Collateral & Campaign Development

- Create and manage the production of sales and marketing materials (flyers, one-pagers, case studies).
- Collaborate with the Digital Marketing Lead to maintain brand consistency.
- Partner with the Business Development Lead to develop collateral for sponsorships and partners.
- Draft product copy for emails, website pages, and campaigns.

Market Research & Insights

- Conduct competitor benchmarking across the CS education sector.
- Gather customer feedback and program performance data to inform messaging.
- Maintain a database of market insights and share findings with program and R&D teams.

Program & Cross-Functional Support

- Work with program and curriculum teams to ensure accurate and timely product delivery, marketing, and messaging.
- Support Customer Success in onboarding materials to ensure consistency between marketing and delivery.
- Collaborate with the Product Publication Manager for product summaries and curriculum materials.

Storytelling & Impact

- Capture success stories, testimonials, and narratives from educators and schools.
- Collaborate with internal teams to publish stories highlighting CodeVA's impact.

Internal Collaboration

At CodeVA, we prioritize cultivating a culture of cross-functional collaboration, as it is integral to effectively sharing and managing responsibilities. Internal collaboration is fundamental to creating a productive and cohesive work environment, enabling employees to leverage each other's skills and knowledge to achieve common goals. Success in this role is contingent upon demonstrating and fostering this skill set within the larger organization.

Job Qualifications

- Bachelor's degree in Marketing, Communications, Education, or a related field.



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- Minimum 3 years of experience in product marketing, communications, or education-focused marketing, ideally within a nonprofit or mission-driven organization.
 - Strong understanding of the decision-making processes within schools, districts, and educational institutions, including familiarity with educator purchasing cycles, adoption processes, and stakeholder engagement.
 - Proven ability to translate complex or technical educational content into clear, compelling marketing messages and materials for diverse audiences.
 - Demonstrated experience conducting market research, audience segmentation, and data-driven marketing analysis to inform strategy and improve campaign performance.
 - Exceptional writing, storytelling, and communication skills, with the ability to adapt tone and format across print, digital, and social platforms.
 - Strong project management and cross-functional collaboration skills, with the ability to manage multiple projects and deadlines simultaneously.
 - Proficiency with CRM and digital marketing tools (HubSpot preferred), as well as creative and productivity platforms such as Canva, Adobe Creative Suite, and Google Workspace.

Physical Qualifications

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods of sitting at a desk and working at a computer.
- Reach with hands and arms.
- Occasionally, stand and walk.
- Occasionally lift up to 10 pounds.

Benefits and Salary

Salary: \$62,000

CodeVA offers a generous benefits package for full-time eligible employees, including health insurance plans, fully covered dental insurance, vision insurance, life insurance, accidental death and dismemberment insurance, short-term and long-term disability insurance, as well as generous holiday, sick, and vacation pay.



Equal Opportunity Employment

At CodeVA we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. CodeVA believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

How to Apply

Submit your resume and cover letter to HR@codevirginia.org no later than Friday, October 31, 2025. Please indicate “Product Marketing Lead” in the subject line of your email. Evaluation of submissions will begin immediately. Please no phone calls or in-person drop-offs. **Only email submissions will be reviewed.**

