

COMPASSION UNITES

Product Marketer

Compassion Champion Role

The Opportunity

Compassion Unites is a cross-sector mental health alliance that brings communities, institutions, and organizations together to address the global mental health crisis. Our programs run across university campuses, corporate environments, government institutions, and communities in multiple countries.

CU serves two audiences in equal measure. The institutions we partner with: corporates, faith organizations, universities, governments, and philanthropic funders. And the individuals who carry the work forward in their communities as Compassion Champions, program participants, and followers of Dr Ishan Shivanand's work. Both sides need marketing that meets them where they are.

We have done the strategic groundwork. We are building our offers. What we need now is a commercial brain who can translate our offer into clear positioning, sales-ready materials, and the copy that lands across our institutional and consumer surfaces. This is a hands-on role: we are not looking for a strategist who hands off to others. We are looking for someone who positions, writes, builds the decks, and ships the copy.

We are looking for a Compassion Champion with product marketing experience that spans both B2B and B2C: someone who has positioned a product, written a sales deck that closed, written website copy that converted, and run a launch that landed across audiences.

As a Compassion Champion, you join a global community of professionals contributing their skills to a cause that is bigger than any one of us.

What You Will Do

You will own the commercial positioning and the production of marketing materials for Compassion Unites across both institutional audiences (corporates, partners) and individual audiences (Compassion Champions, program participants, readers, community members). This is a producing role, not only a strategic one. You write, you build, you ship.

Positioning and messaging

- Define the positioning for each tier of CU's program catalogue.
- Develop value propositions for each institutional segment and each individual segment.
- Maintain the messaging framework that the rest of the team works from.

Institutional sales enablement

- Build the corporate pitch deck and supporting materials.
- Write audience-specific one-pagers, ROI documents, and case studies for institutional buyers.
- Equip the partnerships lead with prospect-specific materials when needed.

- Write institutional-facing copy for the website: partnership pages, programs pages, signatory information.

Individual audience copy and positioning

- Write copy for individual-facing pages on the website: programs, offerings, book pages, community pages.
- Develop positioning for individual programs, book launches, and community offerings.
- Co-own the Compassion Champion recruitment journey with the Community Manager as it scales: you hold positioning and copy, the Community Manager holds delivery and community-facing assets.

Audience journeys

- Define personas for each institutional and individual segment.
- Map the journey from awareness to commitment for every audience.
- Identify objections and develop the language to handle them.

Tentpole launches and product moments

- Build the GTM plan for the upcoming book launch, with consumer and institutional layers.
- Develop launch playbooks for new program rollouts.
- Plan the commercial layer of major CU moments alongside the Marketing and Communications colleagues.

Business model and packaging

- Refine the business model and program catalogue for institutions.
- Develop business models, packaging, and distribution for individual programs and offerings.
- Stress-test decisions against actual conversion data.

Coordination

- Brief the Content and Editorial colleagues on positioning needs.
- Work with the Marketing and Communications colleagues on campaign positioning.
- Partner with the Community Manager on individual audience enablement and the Compassion Champion recruitment journey.
- Partner with the partnerships lead on prospect-specific work.
- Hand finished copy to the SEO/AEO Expert for publishing on the website.

What We Are Looking For

B2B and B2C product marketing experience.

- Five+ years in product marketing, commercial marketing, or equivalent, with proven work across both institutional and consumer audiences.
- Backgrounds welcome: B2B SaaS with consumer extensions, professional services, philanthropy, social enterprise, charity or non-profit marketing, or movement and cause-driven work.

- Visible work product you can show us across both sides: positioning documents, sales decks, website pages you wrote, launch plans.

Positioning discipline across audiences.

- You can define a position that holds in a corporate boardroom and on a webpage for an individual.
- You think in frameworks (value proposition, buyer journey, jobs to be done) and hold them lightly.
- You write positioning that survives contact with the real world.

Hands-on production craft.

- You build the deck. You write the one-pager. You ship the case study.
- You are equally comfortable in slides, docs, and web copy.
- You can produce sales-ready materials at speed without sacrificing quality.

Commercial and consumer writing.

- You can write a one-pager for a CFO and a webpage for a community member with equal discipline.
- You can adapt the same core message across audiences without diluting it.
- You know what business writing for buyers and consumer writing for individuals should each sound like.

Launch and GTM thinking.

- You have built and run go-to-market plans that span institutional and consumer layers.
- You know how to sequence a launch across audience, channel, asset, and partner.
- You measure outcomes and adjust.

Conversion literacy.

- You understand recruitment and conversion funnels for individuals.
- You know what good landing page copy, email sequence flow, and lifecycle design look like, and can brief and partner with the Community Manager who delivers the execution.
- You read analytics and act on what they tell you.

Faith, science, and policy fluency.

- You can position offerings that bridge clinical research, faith and contemplative traditions, and institutional policy.
- You understand why this is hard and care about getting it right.
- You hold the depth of each without flattening any of them in pursuit of clarity.

Self-starting.

- You take a brief and run.
- You escalate only when needed.
- You bring problems and proposed solutions together.

Tools

- Standard productivity tools: Google Workspace, Notion, and equivalent.

- Slide and document design (PowerPoint, Google Slides, Canva, or Figma for templates).
- Website CMS for drafting copy in context (the SEO/AEO Expert handles publishing).
- AI tools, skills, plugins, MCP connectors, agents (see below).

Our Expectations Around AI

Compassion Unites is an AI-native team. Every team member uses AI tools daily as part of their workflow for velocity and volume. This is how we operate.

For this role, that means:

You already use AI in your product marketing workflow. We will ask you what tools you use, how you use them, and what you have learned about their limitations.

You are comfortable using AI for messaging variants, competitive landscape research, persona drafting, case study synthesis, website copy drafting, and deck and one-pager production. You know which tasks AI handles well and which it does not.

AI accelerates the work. Commercial judgment, positioning discipline, and the responsibility for what we say to buyers and to community members stay with you.

You are open to adopting new AI tools as they emerge. The landscape moves fast and we expect the team to move with it.

Commitment

This role runs in cycles tied to launches, signatory pipeline activity, and major moments. Expect heavier weeks around the book launch, program rollouts, and tentpole campaigns, balanced by lighter weeks of always-on positioning maintenance and copy production. This is a Compassion Champion role, structured as volunteer with bounded scope.

How to Apply

Complete the application form and submit your portfolio:

- three samples of your work that show range across both B2B and B2C and across formats: ideally one positioning document or messaging framework, one institutional sales-enablement asset (deck, one-pager, or case study), and one piece of consumer copy you wrote (a webpage, landing page, or long-form social post),
- a CV, and
- a brief note on what drew you to this role.

We review every application carefully.

- Confidential -