

43 GTM Engineer job postings, read start to finish.

Method. 43 public GTM Engineer postings captured from applicant-tracking systems between 24–28 July 2026, each read in full and hand-coded against a fixed eight-category scheme — not keyword-matched, not inferred from titles. Where a posting's own words didn't clearly support a category, it was left uncoded. A hand-coded sample, not a complete count of the market. **n = 43.**

Companies are hiring GTM Engineers to **build systems** — not to run experiments, and not to sit with the revenue team.

WHAT THE JOB ACTUALLY ASKS FOR

Enrichment, intent scoring, lead routing		35/43	81%
AI agents built into the revenue motion		33/43	77%
Own the GTM stack end to end		30/43	70%
Build the data layer — pipelines, dashboards		28/43	65%
Automate personalized outbound at scale		27/43	63%
Eliminate manual rep work; fix handoffs		24/43	56%
Run experiments across the GTM surface		11/43	26%
Embed with Sales & CS; translate their pain		11/43	26%

Six categories cluster between 56% and 81%. Two fall off a cliff to 26%. The role as written is a plumbing-and-data job — and the two categories companies leave out are the two that require sitting close to a buyer.

FIVE THINGS WORTH KNOWING

2% vs 63%

One posting in 43 mentions voice, tone, or brand. Twenty-seven ask the same person to run personalized outbound at scale.

The sharpest contrast in the set: the market wants outbound that sounds human, and almost nobody writes down who owns whether it does.

100%

of postings require no quota-carrying sales experience.

43 of 43. It survives a hostile reading.

58% & 58%

name Clay — and require Salesforce or HubSpot depth. Identical rates.

The new stack hasn't displaced the old one. Postings ask for both.

51%

require a named coding language.

Roughly half of these "engineer" roles never ask the person to write code.

9%

name an AI coding tool by product.

77% want AI in the revenue motion; 4 postings name what it gets built with.

24 of 43	\$163,750	\$140,000	\$100K – \$270K
publish a salary range	median of range midpoints	median of range low ends	full published spread

Why we read all 43. Marketside installs the system these postings describe — but sixteen years of selling came first, which is how we know which half to keep human.

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A hand-coded sample of public ATS postings — it excludes LinkedIn, recruiter-held searches, roles filled before posting, and postings a board's API did not surface. Full posting-level data available on request.