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# Example of Field Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of field marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for field marketing manager

* Partner with the Regional Sales Director, Area Sales Manager and Channel Account Managers to develop and implement regional marketing business plans, including the allocation of marketing development funds (MDF) with achievable ROI and pipeline impact
* Manage and assess marketing performance
* Working closely with Sales and Channels teams to drive accountability in marketing related programs
* Manage and assess partner-initiated events and recommend strategy for participation
* Leverage the corporate campaigns and implement them in your marketing activities
* Plan and execute marketing programs and activities with channel partners, including joint webcasts, seminars/conferences, website co-marketing, and email campaigns
* Generate, nurture and qualify leads through field activity that aligns with the strategic objectives and meets or exceeds EMEA targets.Typically, this activity consists of events and meetings with bioprocessing customers
* Actively participate in the European tactical planning process to prioritize field activity Europe wide
* Manage local leads using the CRM system and following-up funnel progression with sales
* Interact and monitor the local markets, reporting on new trends, opportunities and competitor activity

## Qualifications for field marketing manager

* Minimum Bachelor’s degree in marketing, communications or business
* 3+ years of experience in high technology B2B enterprise software field marketing required
* Strong in teamwork and excellent communication skills
* Proficiency in English as you will work and coordinate across EMEA region
* Willingness to work a flexible schedule, typical work week varies from week to week and includes early mornings, nights and weekends
* Proven knowledge of distributor and retail customers