Downloaded from <https://www.velvetjobs.com/job-descriptions/field-marketing-manager>

# Example of Field Marketing Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of field marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for field marketing manager

* Utilize infrastructure tools to analyze pipeline and adjust program mix accordingly to meet sales needs
* Responsible for all internal communications with Regional Office, retail, and indirect channel for marketing programs including product updates, promotions, newsletters
* Proactively identify sales and marketing opportunities and develops pursuit plans and strategies
* Work with the Director of Marketing to define the field marketing component of the respiratory business plan
* Proactively stay informed of relevant clinical studies, papers and other pertinent information and provides an update to product marketing and the CES CAS teams at least once per month
* Provide a monthly report, which shows activities and sales tracking
* Provide the sales organization with educational support, marketing resources and guidance on target segmentation and account administration (CRM)
* Build and execute marketing plans that integrate regional/market-specific requirements with broader national marketing initiatives
* Use qualitative and quantitative measures to assess regional and market-specific opportunities for marketing to support in lead gen and sales pipeline development
* Drive and execute bigger picture large scale objectives and ensure all activity targets the right customer/client behaviors best practice back link building, SEO best practice, keyword utilization

## Qualifications for field marketing manager

* Ability to establish good relationships and credibility with managers, customers and partners
* Experience working with refrigeration companies
* 5+ years’ experience working on a variety of web marketing campaigns with strong emphasis on direct marketing and demand generation operational creation, tracking and execution in a B2B global software or services company
* Strong understanding and execution skills of demand generation, lead lifecycle, lead nurturing and lead management
* Process and task orientation with strong attention to details
* Ability to work cross-functionally and cross-regionally and in a fast paced, high-energy environment