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# Example of Field Marketing Specialist Job Description

Our company is looking to fill the role of field marketing specialist. 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 specialist

* Manage the preparation and execution of key APAC Regional Marketing offline activities and events in the region not limited to end-customers and channel conferences, Trade exhibitions, sponsorship, advertisement
* Execute effective Digital Marketing programs ( eDM, webinar & SEM/SEO
* Report with Marketing Operations on ROI/KPIs and updates on Marketing Campaigns/Programs
* Manage marketing efforts focused on acquiring new business through online/digital demand generation, online advertising, tradeshows, events, solution education, social media marketing, and email communications and campaigns
* Identify opportunities for campaign improvement and recommend changes based on data and intel
* Gather and maintain competitive intelligence and proactively understand a dynamic competitive landscape
* Develop and promote cross-sell and upsell opportunities for existing customers through a variety of programs
* Cultivate and maintain relationships with local trade media
* Manage budget, commitments, resources the execution schedule
* Responsible for management of procurement and other systems other duties as required

## Qualifications for field marketing specialist

* Experience with the solar industry is a plus but not required
* 5+ years of field marketing, channel marketing or agency experience in a home builder or consumer-driven environment
* 5+ years of experience in marketing with home building, premium products or brand
* Bachelor’s degree and 3+ years of related experience in business, marketing, or related field OR equivalent combination of education and years of related experience
* Strong presentation, analytical and good problem solving skills required, with the ability to contribute strategically lead tactical execution
* Self-motivated with the ability to work effectively in the field and independently with minimal supervision successful track record as a team player