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# Example of Field Marketing Specialist Job Description

Our company is growing rapidly and is hiring for a 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

* Work with other district marketing staff to coordinate the planning and execution of relevant product launches within the district, and to plan and execute other marketing communications, events and promotional activities
* Marketing budget responsibility incl
* Positively contribute to ensure a high-performing work team
* Support the develop of a marketing approach that will play a key role in attracting and retaining the best talent possible
* Support the Talent Acquisition Marketing and Programs team with campaign measurement and reporting efforts
* Collaborate with regional enterprise sales directors to develop regional marketing programs
* Ensure sellers leverage marketing programs, collateral, offers, and events
* Act as a liaison and trusted advisor between regional sales teams and the US marketing team, creating a feedback loop that improves the effectiveness of marketing programs
* Execute region-specific field events, direct mailers and other tactics to create and accelerate pipeline
* Develop and implement Account Based Marketing plans for select target accounts

## Qualifications for field marketing specialist

* Effective at working within a fast paced, dynamic ‘start-up’ business and within a matrix organization
* Strong proficiency in Microsoft Office, CRM systems, digital tools
* Must be able to travel within the home builder communities in the region (75% travel)
* Experience in marketing, high tech marketing preferred
* HTML experience, Microsoft PowerPoint and Excel power user
* Detailed oriented and responsible