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# Example of Field Marketing Specialist Job Description

Our growing company is searching for experienced candidates for the position of field marketing specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for field marketing specialist

* Track and measure ROI of activities and programs, deliver results to increase sales
* Analyze factors that affect work-life choice for the purpose of attracting the right applicants to The Home Depot
* Support partnership with functional leaders, Talent Acquisition and HR leaders, the Marketing department, Corporate Communications, Associate Communications and other internal groups to develop targeted campaigns under The Home Depot brand that enhances the effectiveness of our staffing strategies
* Assist with the development of comprehensive marketing strategies that will improve The Home Depot's staffing processes across the company, in partnership with internal departments and our external agency
* Work with Corporate Communications, Diversity & Inclusion, and other internal departments to assist in the development of targeted campaigns necessary to establish The Home Depot brand and improve staffing efforts in various segments of the market
* Break down the global strategies to regional and local marketing plans, tactics and actions
* Lead the execution of marketing strategies and sponsorship elements designed to meet or exceed client growth, retention and revenue projections for region
* Develop custom TV sponsorship presentations for the LA Lakers, LA Dodgers, LA Galaxy, NBA and MLB programming
* Work closely with Marketing and Sales leadership to generate new business leads through direct marketing campaigns, promotional offers, educational seminars and /or B2B events
* Oversee the creation of localized marketing assets such as sponsorship recaps, success stories, case studies and testimonials that can be leveraged to drive demand

## Qualifications for field marketing specialist

* Specific knowledge of and prior experience with IT Industry, preferably IT Security or Networking
* Understanding of, and experience in, developing and managing field marketing programs (lead generation campaigns, promotions, Digital Marketing/online advertising, events management)
* Proven track record and successes of driving Integrated Marketing campaigns and marketing program
* Positive attitude, strong work ethic, responsive, strong organization and communication skills
* 6-8 years of experience in marketing in the IT Sector
* Experience with Eloqua/Marketo or similar Marketing Platform, Marketing Automation processes and SFDC