



Example of Field Marketing Manager Job Description

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Our growing company is hiring for a field marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for field marketing manager

- Meet frequently with sales leaders, channel account managers, inside sales, and top reseller partners
- Represent the overall marketing department and promote global programs, initiates and launches in sales, channel, and channel partner meetings
- Own strategy, development, and successful execution of targeted marketing plans that include but are not limited to field events, user events, industry events/tradeshows, webinars, demand campaigns/nurture programs, executive roundtables
- Organize and execute marketing events targeted at system integrators and end users such as seminars, webinars
- Achieves goals successfully
- Manage 3rd party providers, industry publications/associations to develop integrated marketing programs to drive lead generation and market awareness
- Drive Effective & Efficient Two-Way Communication Between Corporate Marketing Groups and Field Sales
- Understand and communicate marketing strategy, value proposition, positioning and messaging across all product pillars to regional field sales personnel so that they are aware, knowledgeable and "enabled" with the latest and most powerful content for effective use in sales cycles
- Develop communication strategy to support national initiatives within the region and drive results

Qualifications for field marketing manager

- Minimum of 7 years of multi-channel marketing experience in a medium/large professional services company with two years supervisory experience at a management/director level
- Strong communication and interpersonal skills with the ability to perform small copywriting jobs presentation writing and presentation development
- Must possess the ability to supervise and lead multiple direct reports, many of whom may not be local
- Leverage internal SMEs and facilitate education of field sales on relevant topics
- Intimately understand the sales cycle and buying cycles by segment to identify opportunities to maximize lead generation, pipeline contribution and sales opportunities
- Strong marketing strategy skills