



# Example of Field Marketing Manager Job Description

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Our company is looking to fill the role of field marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for field marketing manager

- Create competitive product review and support mapping curriculum for adoptions
- Develop and oversee marketing and sales support strategies, launches, campaigns, initiatives, plans, and budgets to support assigned program offerings over their full lifecycles
- Track revenue performance of existing products
- Develop cutting-edge materials that establish leadership and key message points based on an expert understanding of the customers and competitors
- Support the Editorial planning process by providing critical insight and data that help define the next generation of program features and elements
- Refine market segmentation and optimize go-to-market strategy as required, helping to guide market strategy, intelligence and research activities
- Attend selected conferences and interact with educators, partners, and others to maintain awareness of market conditions, the competitive landscape, products/services, and industry trends surrounding assigned products
- Director of EMEA Field marketing and EMEA field marketing peers
- EMEA Marketing Management Team
- Central Marketing Program Managers

## Qualifications for field marketing manager

- Experience with Goldmine or related CRM desirable

- Minimum 4-6 years of executing IT demand generation programs, with at least 2 years dedicated to the SLED market
- Excellent oral and written communication skills required, including ability to present and position marketing plans to peers, marketing and sales leadership
- Strong knowledge of current SLED market, relevant industry trends and competitive landscape
- Proficiency in IT demand generation programs within the SLED market