



# Example of Field Marketing Specialist Job Description

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Our company is growing rapidly and 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

- Coordinate delivery of trade show materials labor needed to set-up for events
- Plan and execute targeted regional in-person events throughout North America that build pipeline and drive revenue
- Track campaigns and results to measure program success
- Drive together with the APAC Field Marketing Director and work closely with other regional Marketing Programs Managers/Specialists to support the development and implementation of effective Marketing Go-to-market plans and Marketing Campaigns in Taiwan
- Drive Brand awareness and Thought leadership in Taiwan working with APAC corporate communications lead and local PR agency
- Provide event execution support – act as project manager to ensure appropriate materials are provided / shipped to the event organizers, provide onsite event set-up / wrap-up as needed
- Create integrated digital marketing campaign
- Organize team meetings for each event
- Project manage set-up of landing pages, registration, e-mail campaigns, timelines, and deadlines
- Partner with the Events sponsorship sales manager on a tabletop exhibits program

## Qualifications for field marketing specialist

- Bachelor's Degree in Marketing/Business Degree required, MBA or advance degree preferred
- Strong ability to work cross-functionally and cross-regionally in a fast paced, high-energy environment
- Communicate and educate regional sales teams regarding new and planned marketing activities to ensure they understand how to leverage them
- Working with third-party channels, including online social communities, sales partners, user groups, , to serve as a delivery (presentation) interface for standardized marketing event kits for high volume program initiatives
- Manage projects ranging from upgrade campaigns, competitive campaigns, worldwide product launches, Eloqua nurture campaigns, creative development with in-house team, e-marketing programs, webcasts, segmentation plans, web page & newsletter copy, materials kit packaging, collateral (print and multimedia) development/management
- Minimum 3 years of digital marketing experience (B2B experience preferred), preferably with a focus on high tech