



Regional Marketing Lead – North America

Location: Atlanta / Houston (Remote & Office)

We are looking to expand our reach in North America and have a great opportunity to join our Global Marketing Team to lead our demand generation and marketing initiatives within the region. The role will be focusing on digital marketing and lead generation activities, targeting large enterprises and senior decision-makers.

The successful candidate will have responsibility for all NA Marketing activities with a key focus on demand generation and brand building campaigns, as well as managing regional marketing programs.

The role is strategic to the GTM Sales teams in NA as we build our market footprint and you will work closely with local sales leaders to develop the plans to deliver awareness, leads and activities across all channels including PR, social media, third party media, exhibitions, and events.

We are looking for an ambitious marketer with a desire to learn on the job, who enjoys high pace and daily challenges. It is also an opportunity to develop skills in a wide array of marketing disciplines and work with an inspiring group of people.

The Regional Marketing Lead will be an individual contributor, reporting to the Global Marketing Manager and be a member of the Global Marketing Team.

Responsibilities:

- Be the Regional Marketing lead for North America and own the development and execution of the regional marketing plan.
- Working closely with the Sales team to plan and manage demand generation programs for both existing customers and prospects, including email, direct mail, search, social media, webinars and events.
- Working with partner marketing departments to develop joint campaigns and marketing initiatives.
- Develop account-based marketing activities to help expand our footprint within named accounts using engaging and innovative marketing.
- Copywriting for Sales / Marketing collateral, email campaigns, social posts, newsletters and website landing pages.
- Measure and report on the effectiveness of marketing programs and campaigns with the purpose of improving resource allocation, efficiency, and revenue generation.
- Manage the regional budget with a tight focus on sales pipeline impact and in line with the financial year, quarter, and monthly allocations.
- Build competitive intelligence and prospect / partner database for the region
- Cultivate in-depth product knowledge and understanding to ensure that you can effectively communicate the product features, use cases, and benefits to generate leads

We can offer you a world of opportunity and more:

- The perfect place to grow and develop your marketing career, with flat hierarchy and direct access to management.
- A global workplace and an inspiring group of people, from Singapore to Houston to Oslo and London.
- Creative space to come up with bold ideas, to try new ways of doing things.
- State of the art technology products that are being sold to some of the most demanding organizations in the world.

To be a successful candidate you should be able to demonstrate the following:

- Hold a Marketing degree or Business Administration degree at least at Bachelors level or equivalent
- 3-4 years of experience in B2B marketing from high growth technology and IT companies
- Demonstrated expertise in demand generation function, lead generation using digital and social media, email marketing and database management, managing the creation and execution of effective marketing programs, product launches or promotions
- High level of Microsoft Office proficiency including PowerPoint.
- Experience with the following tools: Facebook Business Manager, LinkedIn Campaign Manager, Mailchimp, marketing automation tools, Google Analytics 360, publishing tools such as WordPress, Google Ads.
- Experience of working with MA Platforms preferably Dynamics / Marketo / Hubspot.
- First-hand experience of using Photoshop / InDesign / Illustrator.
- Video editing skills useful.

The person we are looking for is recognized having the following traits:

- Passionate about technology, marketing and enterprise customers.
- Always puts the customer in center and strives to understand their needs.
- Able to work independently and with a strong drive for results.
- Thinks strategically and analytically and can take things from ideation to delivery.
- Knows how to engage and work closely with sales teams.
- Structured and well-organized with ability to manage and prioritize multiple projects.
- Attention to detail and quality.
- Strong work ethic and taking pride in being the best you can be.
- Sees change as 'normal' and adapts quickly.
- Fluent in conversational and written English
- Excellent interpersonal skills.