

Field Marketing Manager

We're looking for a Field Marketing Manager that will develop and execute the company's marketing plans in Belgium and the Netherlands to grow our brand and drive lead generation. The ideal candidate has in-depth field marketing experience for software companies and brand awareness development.

Responsibilities

- Develop and implement regional marketing plans to meet the regional marketing and sales strategy.
- Work closely with our local partners to implement marketing activities, including events and seminars.
- Research and plan marketing initiatives to increase brand recognition.
- Lead regional communications activities, including newsletters and the creation of case studies.
- Organize and manage local events, including trade shows, seminars, and webinars.
- Collaborate with the demand generation team to optimize the regional campaigns, including playing a hands-on role in generating relevant content, email marketing, landing pages, etc.
- Facilitate cross-functional meetings across teams to gather insight and feedback to support development of campaign strategies.
- Liaise closely with the global CMO, located outside of Belgium.
- Oversee and administer the regional marketing budget.
- Manage local vendor relationships, such as production, video and graphic design companies.
- Ensure timely and quality delivery of all marketing activities, meeting set timelines and deliverables.
- Analyze and review KPI performance and pipeline contribution to align marketing activities with identified opportunities and to demonstrate the impact of marketing

Requirements

- A minimum of 3 years' experience in a field/regional marketing role.
- Experience working in a global software or high-tech company- an advantage.
- Experience in collaborating with channel partners.



- Experience in planning and executing successful field marketing campaigns and events.
- Strong knowledge of brand development.
- Experience in managing outsourced vendors (design, video, event contractors, etc.).
- Knowledge of marketing automation (HubSpot) – an advantage.
- Budget planning experience and proficiency in building reports.
- Strong marketing operational and analytical skills.
- Excellent communication skills.
- Knowledge of ERP systems – an advantage.

What do you get in return?

- A competitive salary, including a company car;
- A great team of like-minded souls;
- An environment in full development and growth where you too can grow;
- A full-time job in a 40-hour system; You are also entitled to ADV days.

About Priority Software

Priority Software provides flexible end-to-end business management solutions for businesses of all shapes and sizes, across a wide range of industries. Recognized by leading industry analysts and professionals for its product innovation, Priority improves efficiency and customer experiences at businesses through real-time access to data and business information in the Cloud, on-premise or on-the-go. With offices in the United States, Belgium and Israel and a global network of business partners, Priority enables 75,000 companies in 40 countries to best manage their business so it can grow. For more information, visit www.priority-software.com.

Are you excited after reading this job posting? Then be sure to send your resume and cover letter to marina.bernaerts@priority-software.com. We look forward to meeting you!

