

Open Position: Field Marketing Manager – North America

Overview:

The role of Field Marketing Manager – North America (NOAM) is to extend Corporate Marketing efforts into the field to help build the sales pipeline in key sales regions in North America through various programs and venues. The candidate will work with Marketing, North America Sales Managers, Campaign Marketing Managers, Product Marketing Managers and Client Services (Product Management) to create a plan that supplements all corporate events, campaigns, messaging and communications with NOAM-specific marketing programs and specific current sales objectives. The NOAM Field Marketing Manager must also assure that all programs are fully aligned with brand strategy, business plan objectives and current corporate campaigns to drive Certiport certification pathway product (learning, practice tests, certification exam) sales.

The Field Marketing Manager will build and review the NOAM Marketing plan and individual sales manager requests with marketing management and with regional sales management on a periodic basis and adapt the plan to align with Corporate Marketing Plan and Campaigns to meet the company's goals and priorities.

Success Factors:

The successful Field Marketing Manager will build a deep understanding of the FY12 Marketing Plan: Customer Target(s), specific industry pain points that Certiport addresses, key messages and value propositions, competitive differentiation, and industry specific customer purchasing behaviors. The ability to work with sales managers to create a regional sales plan that dovetails with the corporate marketing plan is also critical to the success of this role.

The Field Marketing Manager must develop a strong working relationship with our NOAM sales teams in order to develop marketing strategies that tie to sales and corporate objectives. The ability to be closely in touch with current sales objectives and to work efficiently to directly impact sales objectives will be a key factor to your success in this role.

The NOAM Field Marketing Manager must partner with Field Sales to understand revenue targets, monitor influenced funnel/revenue and provide quarterly campaign results and adapt as required.

This position will also serve as a primary communications conduit into the greater marketing team to develop assets, public relations, customer references and success story campaigns and programs as part of an "integrated marketing" approach.

The Noam Field Marketing Manager must be highly organized with an ability to stay within budget and track success through measurable goals and metrics

Specific Duties:

Work with Corporate Marketing, Product Marketing, Events, PR, Client Services, and Sales Managers to create NOAM Regional Annual/Quarterly Field Marketing Plan. Use the FY11/FY12 Marketing Plan and Campaigns as guidelines to verify key quarterly corporate campaign strategy objectives and messaging alignment.

Provide clear and regular communications. Create necessary planning documents to communicate ideas, strategies, plans, activities and results to broad audience of stakeholders.

Champion lessons learned with the greater marketing teams during quarterly and planning. Set clear expectations and manage resource allocation as required with internal teams, contractors, and vendors in order to consistently improve the ROI of global campaigns as well as regional efforts.

Maintain complete transparency by ensuring all marketing programs and results are appropriately logged in company CRM systems, and provide reporting upon functional availability. Maintain a current library of regional marketing program assets (plans, content, creative messages, and tools) that can be accessed by all stakeholders.

Participate in regular meetings and launches with Client Services, Product Marketing, Corporate Marketing and Sales Teams.

Occasional travel may be required.

Required Skills:

BS/BA or equivalent in applicable discipline.

Minimum five years of experience in training or certification businesses, software/hardware/services marketing, field marketing, or sales.

Proven ability to translate product positioning and attributes to audience-specific messages and value proposition based on ability to profile audience preferred topic of interest.

Experience and proficiency with both traditional marketing vehicles such as email, customer events, corporate trade shows, as well as more current vehicles such as Webinars, Web meetings and social media.

Exceptional written and oral communication and presentation skills. Proven ability to communicate conceptually and tactically – including strategy, planning, activities and follow through.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded.

Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Interested applicants should submit a cover letter and resume to resumes@certiport.com

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