

Field Marketing Manager

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Company: Fluke

Location: United Kingdom

Category: other-general

Responsibilities

Oversee the planning, execution, measurement, and optimization of integrated go-to-market campaigns, including tradeshows and third-party events, across EMEA.

Implement the corporate marketing plan, focusing on achieving key performance indicators like MQLs, SQLs, and opportunities.

Manage one Field Marketing Specialist, providing guidance to ensure alignment with departmental goals and initiatives.

Establish and maintain effective management processes with regional stakeholders to track performance and make necessary adjustments.

Collaborate with all marketing teams to leverage digital platforms for lead generation and utilize regional strategies for campaign success.

Partner with Field Sales and the Global PR manager to align on lead quality and volume, and to build a robust pipeline of customer case studies.

Expand regional engagement with Channel Partners for joint marketing efforts, enhancing demand generation.

Manage multiple projects, confidently handling priorities, deadlines, and budgeting to maximize regional opportunities and achieve outstanding results.

Your Team

In this role, you'll be an integral member of the Field Marketing team, which operates remotely as part of the broader Marketing department. This wider team includes specialists in Brand, Content, External and Internal Communications/PR, and Digital Marketing. Despite our geographical dispersion, we come together virtually to harness a diverse range of expertise, enabling us to execute comprehensive and effective marketing strategies across all regions. Our collaborative, remote structure allows us to generate exceptional results for the business, enhancing our brand's presence and effectively engaging with our target audiences.

Experience

5+ years' experience in field marketing, including F2F /virtual and hybrid event management at B2B high tech companies highly desired.

Experience executing digital demand generation programs (content syndication, webinars, social platforms (LinkedIn, Facebook etc.)) and understanding of both paid search and paid social marketing.

Ability to travel up to 10% travel in-region and to US events/marketing activities required.

Bachelor's degree

Personal Skills

Strong analytical and problem-solving skills, project management, and written/oral communications skills, a positive attitude, with extreme attention to details.

Experience working in a fast-paced and cross-functional organization as a remote contributor integral to team success.

Experience from the maintenance/reliability industry is a benefit.

Written and spoken fluency in English – German a bonus.

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