

## Field Marketing Manager

[Apply Now](#)

Company: XYZ Reality

Location: United Kingdom

Category: other-general

### Description

#### Introduction to XYZ

A groundbreaking & award-winning Construction Technology company; XYZ Reality are the creators of the world's first and only engineering-grade Augmented Reality solution, purpose-built for the construction industry. Not only have we created this technology, that sits within The Atom – a smart, site-safe headset - but we also act as a consultancy on the Data Centre and Mission Critical projects that the AR solution is being implemented on to ensure that all schemes are completed according to the delivery timescales, and fall within budget.

Our aim is to revolutionise the construction industry, for the better, forever. And although we've achieved some incredible successes so far, we're only just getting started!

#### Field / Events Marketing Opportunity

We are now looking for an ambitious, dynamic and strategic-minded individual to join our marketing (GTM) team as a Field Marketing Specialist/Manager. This role will play a pivotal part in shaping and executing our offline marketing initiatives, focusing on account-based marketing (ABM) strategies to drive demand generation and support sales efforts. The ideal

candidate will thrive in a fast-paced environment, possess strong organizational skills, and have a knack for building and nurturing relationships.

*You will be passionate about attending events, creating events, networking and nurturing contact to contribute to our revenue generation efforts.*

## **Key Responsibilities**

The main function of this role will be to maintain and execute offline account-based marketing plans in alignment with the overall go-to-market (GTM) strategy. This will include:

[Events Calendar] Take ownership of the sales team's calendar, identifying and planning attendance at industry events, trade shows, and other relevant gatherings.

[Event Sponsorship] Coordinate opportunities for our sales team to participate, sponsor, and exhibit, ensuring maximum exposure and engagement.

[Event Leverage] Plan and execute owned initiatives including happy hours, meals, and other engagements to facilitate relationship-building whilst at events.

[Owned Events] Organize company hosted events such lunch and learns, entertainment events, and office visits with prospects and stakeholders to foster deeper connections.

[Event Attendee Intel] Collect and curate attendee lists, and utilize them to create comprehensive key account profiles for the sales team's reference

[Customer Intel] Gather customer feedback through surveys, interviews, and other mechanisms to gain insights into preferences, needs, and satisfaction levels.

[Prospect Intel] Work closely with sales and demand gen to track accounts moving between the HubSpot and Salesforce, creating field marketing opportunities and recommendations based on account movements.

[Prospect Nurture] Create and manage nurture campaigns through email sequencing and paid social media initiatives.

[Direct Mail] Plan and execute direct mail programs targeting strategic accounts, partners, and stakeholders to enhance engagement and brand presence in line with our sales and ABM strategies.

[Reporting & Feedback] Monitor and report on the effectiveness of field marketing campaigns, offering insights and recommendations for optimization.

## **Skills, Knowledge and Expertise**

Bachelor's degree in Marketing, Business, or related field.

2+ years of experience in field marketing, account-based marketing, or similar roles.

Proven track record of planning and executing successful offline marketing initiatives – particularly events.

Poses a real passion for networking, building relationships and nurturing contacts

Familiarity with CRM systems HubSpot and Salesforce.

Strong project management and organizational skills, with attention to detail.

Excellent communication and interpersonal abilities, with a focus on relationship-building.

Ability to thrive both in a collaborative, cross-functional environment.

Ability to create, execute and complete complex projects on your own.

A Creative thinker with problem-solving skills.

Regular travel for events and engagements is essential to be successful in this role.

## **Benefits**

Remote working (or hybrid, using our London office) with flexible hours

See the world - travel across the UK, Europe and USA will be a part of the role

Private healthcare with Vitality

25 days annual leave + public holidays

Additional days off over Christmas

Regular internal company events and lunch and learns

Enjoy free lunches, snacks and hot and cold beverages when in the office

Join a thriving start-up environment with a unique product/solution and progress alongside us

[Apply Now](#)

#### Cross References and Citations:

1. [Field Marketing Manager EntertainmentjobsnearmeJobs United Kingdom Entertainmentjobsnearme](#)
2. [Field Marketing Manager UltimatejobfinderJobs United KingdomUltimatejobfinder](#)
3. [Field Marketing Manager Airconditioningjobs Jobs United Kingdom Airconditioningjobs](#)
4. [Field Marketing Manager HongkongjobsJobs United KingdomHongkongjobs](#)
5. [Field Marketing Manager Contentwriterjobs Jobs United KingdomContentwriterjobs](#)
6. [Field Marketing Manager Costaricajobs Jobs United KingdomCostaricajobs](#)
7. [Field Marketing Manager EnforcementjobsJobs United KingdomEnforcementjobs](#)
8. [Field Marketing Manager Searchcanadajobs Jobs United Kingdom Searchcanadajobs](#)
9. [Field Marketing Manager HybridjobsJobs United KingdomHybridjobs](#)
10. [Field Marketing ManagerUnitedkingdomjobs Jobs United Kingdom Unitedkingdomjobs](#)
11. [Field Marketing ManagerElectricianjobsJobs United KingdomElectricianjobs](#)

12. Field Marketing ManagerArchitecturejobs Jobs United KingdomArchitecturejobs ↗
13. Field Marketing ManagerHoustonjobsJobs United KingdomHoustonjobs↗
14. Field Marketing ManagerVisualcontentcareeropportunities Jobs United Kingdom Visualcontentcareeropportunities ↗
15. Field Marketing ManagerRiyadhjobs Jobs United KingdomRiyadhjobs ↗
16. Field Marketing ManagerPinkcollarjobs Jobs United KingdomPinkcollarjobs ↗
17. Field Marketing ManagerElectricianjobsJobs United KingdomElectricianjobs↗
18. Field Marketing ManagerJobslibrary Jobs United KingdomJobslibrary ↗
19. Field marketing manager Jobs United kingdom ↗
20. AMP Version of Field marketing manager ↗
21. Field marketing manager United kingdom Jobs ↗
22. Field marketing manager JobsUnited kingdom ↗
23. Field marketing manager Job Search ↗
24. Field marketing manager Search ↗
25. Field marketing manager Find Jobs ↗

Source<https://uk.expertini.com/jobs/job/field-marketing-manager-united-kingdom-xyz-reality-19b4cfccb2/>

Generated on: 2024-05-02 by Expertini.Com