

Sr Field Marketing Manager



Job Code	FLSA Status Exempt	Job Family Marketing
Last Updated Date	Job Level	

Job Summary

The Sr Field Marketing Manager will execute impactful local marketing campaigns to successfully launch new CBUSA markets and implementing diverse promotional strategies to engage with ideal customers. The Sr Field Marketing Manager will work closely with sales and sales enablement teams to spearhead field marketing initiatives, as well as manage and coordinate day-to-day projects. They play a major role in executing and measuring results of various marketing campaigns. The Sr Field Marketing Manager's goal is to source leads for the sales team that are considered "marketing-qualified" leads deemed more likely to become a customer.

Duties and Responsibilities

- Define a region-specific marketing plan that supports the regional sales strategy.
- Plan and host online and offline events to create net-new sales opportunities, accelerate existing sales opportunities and deepen our existing customer relationships.
- Strategize, build and execute integrated field campaigns that involve email marketing, direct mail marketing, and other channels as you see fit.
- Implement account-based marketing (ABM) tactics to address marketing expansion for low engagement prospects and accounts.
- Assist regional sales team as needed, including increasing brand awareness locally/regionally, and driving leads and MQLs for specific regions.
- Work with the marketing team to build marketing campaigns, events and automations to drive prospects through the buying funnel.
- Provide the new market acquisition sales team with enablement materials and support based on local initiatives.

- Monitor and analyze the performance of marketing campaigns, track key metrics, and provide regular reports and insights.

Qualifications

Education

Required/Preferred

Required

Education Level

Bachelors Degree

Description

marketing, business administration, or a related field

Experience

Required/Preferred

Required

Years of Experience

4 years

Description

In the marketing function.

Knowledge, Skills & Abilities

- Experience in B2B field marketing preferred.
- Strong strategic thinking and analytical skills.
- Proven track record of developing and executing successful marketing strategies.
- Excellent communication and interpersonal skills.
- Ability to manage and motivate a team.

Core Competencies

Physical Demands

While performing the duties of this job, the employee is frequently required to sit for long periods of time at a computer and use hands to finger, handle, or feel, walk, reach with hands and arms; stoop, kneel, talk and hear. The employee is moderately required to stand and may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Additional Physical Demands (if applicable)

Disclaimer

The above statements are not intended to be an all-inclusive list of the duties and responsibilities of the job described, nor are they intended to be such a listing of the job requirements. Rather, they are intended to describe the general nature of the job. Buildertrend reserves the right to revise or change job duties as the need arises. This job description does not constitute a written or implied contract of employment.