

# Regional Marketing Manager

## Description

We are looking for a passionate and results-oriented Regional Marketing Manager to lead our marketing efforts in Brazil. You will be responsible for developing and executing a comprehensive marketing strategy to drive brand awareness, lead generation, and customer acquisition in this dynamic and growing market.

What your day could consist of:

- Develop and execute a regional marketing strategy that aligns with ActiveCampaign's overall marketing goals, considering the unique needs of the Brazilian market
- Conduct market research and competitor analysis to identify opportunities and develop competitive differentiation strategies, specifically highlighting ActiveCampaign's strengths in marketing automation and sales engagement
- Manage all aspects of the marketing budget for Brazil, including digital marketing campaigns, events, and content creation
- Oversee lead generation activities and work closely with the sales team to ensure a smooth funnel from lead nurturing to customer acquisition
- Develop and manage relationships with key media outlets and influencers in Brazil
- Foster a strong brand presence in Brazil through online and offline marketing channels
- Track and analyze marketing campaign performance and make data-driven decisions for optimization
- Marketing Events
- What is needed:

  - Minimum 5+ years of experience in B2B marketing, preferably with a focus on SaaS companies
  - Proven track record of developing and executing successful marketing campaigns
  - Strong understanding of digital marketing channels (SEO, SEM, social media marketing, email marketing, etc.)
  - Experience with marketing automation platforms is a plus
  - Fluency in Portuguese and English
  - Understanding of the Brazilian business landscape and marketing trends
  - Strong analytical and problem-solving skills
  - Excellent communication and interpersonal skills

- About ActiveCampaign: ActiveCampaign helps small teams power big businesses with the must-have platform for intelligent marketing automation. Customers from over 170 countries depend on ActiveCampaign's mix of pre-built automations and integrations (including Facebook, Google, WordPress, Salesforce, Shopify, and Square) to power personalized marketing, transactional emails, and one-to-one CRM interactions throughout the customer lifecycle. As a global multicultural company, we are proud of our inclusive culture which embraces diverse voices, backgrounds, and perspectives. We don't just celebrate our differences, we believe our diversity is what empowers our innovation and success. You can find out more about our DEI initiatives here. ActiveCampaign holds the highest customer satisfaction rating among Marketing Automation, E-Commerce Personalization, Landing Page Builders, and CRM solutions on G2.com and is one of only a handful of software solutions with over 10,000 positive reviews. ActiveCampaign has also been named the Top Rated Email Marketing Software on TrustRadius. Learn more and start your free trial at [ActiveCampaign.com](https://www.activecampaign.com).
- Perks and benefits:

  - At ActiveCampaign, we prioritize employees' well-being and professional growth by cultivating a culture centered on collaboration and innovation. When you join our team, you'll not only have the opportunity to make a significant impact, but also enjoy a range of benefits tailored to support your personal and career development. Here are some of the benefits we offer:
  - Comprehensive medical and dental benefits paid 100% by ActiveCampaign for you and your dependents
  - Complimentary access to mental health resources through Calm and TELUS Health EAP
  - Generous paid time off and leave of absence options
  - Meal vouchers through Swile for office lunches and a home office stipend to cover at-home workspace expenses
  - Focus Wednesdays, where we dedicate one full day to no internal meetings and no interruptions
  - Access to professional development resources through platforms like Hone and Udemy
  - Baby swag for every baby born and/or adopted - we love to see our AC family grow!
  - After five years of service, you'll be eligible for a four-week paid sabbatical leave

## Hiring organization

ActiveCampaign

## Job Location

Brazil

## Base Salary

\$ 60000 - \$ 110000

## Date posted

April 27, 2024

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accompanied by a sabbatical leave bonusActiveCampaign is an equal opportunity employer. We recruit, hire, pay, grow and promote no matter of gender, race, color, sexual orientation, religion, age, protected veteran status, physical and mental abilities, or any other identities protected by law. Our Employee Resource Groups (ERGs) strive to foster a diverse inclusive environment by supporting each other, building a strong sense of belonging, and creating opportunities for mentorship and professional growth for their members.Please mention the word **\*\*RECOVER\*\*** and tag RNDQuMTkyLjE4LjE1NQ== when applying to show you read the job post completely (#RNDQuMTkyLjE4LjE1NQ==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## **Contacts**

Job listing via [RemoteOK.com](https://www.RemoteOK.com)