

Growth Marketing Manager EMEA

Description

Visier is seeking a highly motivated and results-oriented Growth Marketing Manager to join our EMEA team. In this role, you will play a key role in developing and executing data-driven marketing strategies that drive pipeline generation and brand awareness across the EMEA region. You will be responsible for a variety of marketing activities, from managing campaign execution and localization to collaborating with cross-functional teams and reporting on campaign performance. Join our team and be part of a company that is revolutionizing the way organizations understand their workforce. We offer a fast-paced and dynamic work environment with the opportunity to make a real impact. What you'll be doing... Partner with the EMEA sales team to develop and execute a comprehensive marketing strategy tailored to the unique opportunities across the region. Leverage market research and insights into local consumer behaviours and preferences to ensure campaigns resonate with target audiences. Oversee the creation and execution of targeted marketing campaigns across various channels, including digital (SEO/SEM, paid advertising), content, social media, email marketing, and webinars, to drive brand awareness and pipeline generation in the EMEA region. Lead localization efforts for marketing materials, ensuring ad campaigns, web pages, and content effectively reach and engage diverse European audiences. Collaborate with internal teams (Marketing Operations, Email Marketing, Digital Marketing, Content Marketing, Product Marketing, Design) and external stakeholders (partners, influencers) to develop and execute successful marketing initiatives. Drive ABM campaigns in partnership with the EMEA sales team, fostering relationships and building brand awareness among key accounts. Communicate effectively with EMEA sales and customer success teams about marketing campaigns and events to ensure visibility and appropriate follow-up. Track and analyze campaign performance, identify trends, measure ROI, and optimize marketing efforts for continuous improvement. Report on regional and campaign performance, providing valuable insights to stakeholders and informing future marketing strategies. What you'll bring to the table... At least 5 years of experience in B2B SaaS demand generation or field marketing, preferably in the HR technology sector. Proven track record of developing and executing successful marketing strategies that drive pipeline generation and achieve business objectives. Strong experience with multi-channel marketing, including digital marketing (SEO/SEM, paid advertising), content marketing, social media marketing, email marketing, and webinar strategy. Experience with Account-Based Marketing (ABM) methodologies and a demonstrated ability to drive ABM campaigns in collaboration with sales teams. Deep understanding of the EMEA region, with a preference for experience working in a global or cross-cultural environment. Proven ability to localize marketing materials for diverse European audiences. Strong analytical skills with experience using data to inform campaign decisions, optimize performance, and measure ROI. Excellent communication and collaboration skills, with the ability to work effectively with internal and external stakeholders across various teams and departments. Project management skills and the ability to manage multiple projects simultaneously while meeting deadlines. Proficiency in Salesforce, LinkedIn Ads, Sales Navigator, Highspot, Zoom Webinars, SplashThat and ABX platforms like Demandbase. Bonus Points Experience in marketing line of business intelligence/analytics tools. Fluency in a European language is a plus. Most importantly, you share our values... You roll up your sleeves You make it easy You are proud You never stop learning You play to win Please mention the word **BLOOM** and tag RMy4yMzkuMTg5LjY1 when applying to show you read the job post completely (#RMy4yMzkuMTg5LjY1). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and

Hiring organization

Visier Solutions Inc

Job Location

England Hill, England, United Kingdom

Base Salary

\$ 60000 - \$ 105000

Date posted

June 9, 2024

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Contacts

Job listing via RemoteOK.com