



Field Marketing Manager

Reporting into: Chief Marketing Officer

Based: Reading, Berkshire

We are looking for a highly motivated and talented Field Marketing Manager to join our growing business. You will manage all marketing activities to drive leads and pipeline. You will be accountable for every aspect of a campaign lifecycle, including planning and scheduling, content, execution, lead management and reporting. By closely working with key stakeholders across the business, you will lead the creation of an integrated marketing strategy that includes identifying targets, messages, and tactics to drive pipeline generation and revenue growth and align with sales objectives. The Field Marketing Manager will evaluate overall performance and closely monitor pipeline impact.

Think you are up for the challenge?

Key responsibilities:

- Manage the implementation, tracking and measurement of integrated marketing campaigns, on time and within budget.
- Work collaboratively with cross-functional teams from sales, to product and the rest of the marketing team to ensure best outcomes.
- Be responsible for the production and sourcing of all campaign materials / CTAs / deliverables.
- Develop and maintain calendar of activities, requirements for execution of scheduled deliverables and resources needed to execute against plan; generate detailed plan for each campaign.
- Manage the master plan of activities to ensure consistency and coherence.
- Directly manage content development and coordinate resources as needed for production and execution including creative, writing, operations, event management and communications.
- Serve as editor/writer to tailor messages / deliverables.
- Understand and define the campaigns target audience, its preferences, needs, and challenges. Identify appropriate mix of assets and activities required to engage target audience, generate leads, and grow, accelerate, and close pipeline.
- Develop and implement data strategies for each campaign.
- Effectively manage generated leads from all areas of the campaign activities.
- Ensure that brand standards and identity guidelines are adhered to.
- Ensure each campaign has clear metrics and monitor ROI / results on an ongoing basis.
- Carry-out post campaigns analysis: evaluate and report marketing KPIs and ROI, distil learning for future campaigns.
- Coordinate campaigns activities with corporate marketing and the digital marketing manager, including corporate materials, website updates, social media activities to deliver

campaigns objectives. Help execute on the digital strategy in particular when it comes to email sent, marketing automation processes and social.

- Brief external creative agencies to deliver campaigns activities against brief.
- Ensure strong alignment with the sales organisations, from Business Development to sales reps and management.

Qualifications / Experience

- A team player with strong customer focus
- Skilled at being effective in a small and lean organisation
- Excellent written and verbal communication skills
- Ability to solve problems effectively, results orientated, strong time management skills and ability to think strategically
- Professional, hard-working, committed and creative
- Capable of managing and prioritising multiple projects / activities simultaneously
- Able to create a collaborative working environment within the marketing team and with sales
- A self-starter, with lots of energy and ideas
- Excellent organisational and follow-up skills, as well as attention to detail
- Ability to readily adapt as priorities shift to meet business needs
- Cope well under pressure, able to adhere to aggressive deadlines
- A passion for anything marketing
- A drive for success
- Proactive and positive attitude a must
- Bachelor degree/certification in marketing
- Experience in a similar role within IT / Software

About Workbooks

Headquartered in Reading, United Kingdom, Workbooks delivers cloud-based CRM, Marketing Automation and business applications to growing and mid-market organisations, at an affordable price.

We value our customers and our aim is to make them more successful, which is reflected in everything we do.

Our culture is one of co-operation, creativity and commitment. We're also very friendly and sociable - we've been known to have movie nights, company outings and plenty of cakes!