

EMEA Campaign Marketing Manager



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiax.nl/x-948301-z>

Bedrijfsomschrijving

At this company everything starts and ends with their mission: protecting the way of life in the digital age by preventing successful cyberattacks.

Functieomschrijving

We are looking for a Marketing Manager. As the EMEA Marketing Campaign Manager, you will partner with global Go-To-Market Leaders to drive demand strategy, focused on customers and prospects, while developing programs that support channel and alliances marketing. This is a great opportunity for a sharp, eager, well-organized self-starter to help develop and execute the marketing mix best suited to drive measurable results within a campaign for all stages of the pipeline in the EMEA market. You will generate quality leads via digital marketing efforts across EMEA, partner with inside sales to ensure quality and timely lead disposition and deliver packaged events that support field marketing regional need. You're reporting on results is pivotal to this role to ensure we are hitting our goals and/or failing fast, learning and improving.

Your Impact:

- Partner with the global campaign team, you will take packaged programs designed to nurture, engage and convert opportunities, that either drive adoption, cross-sell or upsell on specified product lines

- Will build strong, data-driven marketing campaigns to drive engagement and tie in with product specific
- Develop campaign related and email cadence to ensure high engagement with event line and
- Work with CRM priorities with sales support by defining, implementing, measuring and executing on
- Marketing plans

- Partner with digital, content, field, social marketing and marketing operations to align multi-channel

- Align with MM to develop region-specific campaigns.

Functie-eisen

Your Experience:

Adecco



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- Experience leading and running demand generation programs for enterprise software and/or SaaS services
 - Deep experience working with Salesforce.com and Marketo (or other marketing automation tools) to execute integrated demand generation programs and measure their effectiveness
 - Experience working with personas and mapping to the buyer's journey
 - Exceptional teammate who has partnered with sales and marketing teams to deliver integrated marketing programs
 - Track record of marketing results and a strong analytical mindset.

What can you expect from Adecco?

- 25 holiday days on an annual basis (with full-time employment)
- 8% holiday allowance
- Your salary paid every Wednesday or Thursday
- Pension scheme: after 26 weeks worked via Adecco
- Free and unlimited access to the training offer of GoodHabitZ (online learning environment)

Respond today by clicking on the application button and leaving your details with us!
First more info? Call me Kimberley Veldman on: 06 51 03 15.