

## **FIELD MARKETING SPECIALIST (m/w)**

*Pitney Bowes Business Insight is a division of Pitney Bowes Inc. (NYSE : PBI). Pitney Bowes Business Insight is a software and services company that provides solutions to help organizations acquire, serve and grow relationships with customers and citizens. These solutions enable lifetime customer relationships by integrating data management, location intelligence, sophisticated predictive analytics, rules-based decision making and cross-channel customer interaction management to increase the value of every customer communication while also delivering operational efficiencies.*

The Field Marketing Specialist provides the critical link between EMEA solution marketing, Global campaigns & programmes, and the territory's field sales. The purpose of the role is to plan, develop, and manage local marketing programs in local market environments and conditions that extend the impact of pan-EMEA and/or global campaigns as well as realise local market potential to support the sales territory's revenue plan.

Taking strategic guidance and direction from the EMEA Marketing Organization, the Field Marketing Specialist works closely with the Marketing Manager in Central Region in order to align marketing programs and activities directly with territory specific objectives, sales strategies, and revenue goals.

### **Your Responsibilities:**

- Collaborate with territory marketing manager to develop, execute, and measure relevant territory marketing plans, campaigns, and programs across the marketing mix in line with target audience, sales and market needs
- Provide input to EMEA solutions marketing to ensure products, solutions, and services are available and ready to be taken to market in the territory
- Orchestrate and manage product launches as required by Global Product Management, Solution Marketing, EMEA and/or local territory plans
- Work with marketing team members to develop, manage and execute campaigns to promote events (live and virtual) and manage/nurture leads
- Track lead flow in Salesforce.com to ensure the appropriate sales channels are following up with event attendees and campaign responders in a timely manner
- Provide local market input to the development of Global and EMEA Campaigns and ensure Global and EMEA Campaigns are executed in territory in line with specified budgets and timelines
- Work closely with creative, localisation, translation, and production agencies and suppliers
- Ensure an accurate and timely communication on PBBI's local website
- Edit and produce local language collaterals and sales tools in line with corporate marketing guidelines

### **Job requirements:**

The Field Marketing Specialist should be a self-motivated, highly driven, program-manager-level contributor that can generate his/her own goals, priorities and action plans. The ideal candidate has the ability to provide consultative input to senior Sales leaders and has basic understanding of business management and operations. He/She is able to engage customers in dialogue about their business needs and IT solutions, combined with excellent interpersonal skills, and the ability to work with far-flung virtual teams. The job requires as moderate technical and strategic understanding of technology, applications, and industry solutions being marketed.

### **Your Qualifications:**

Bachelor's degree required (MBA preferred) plus a minimum of five years experience in field marketing, channel strategy, or business development in enterprise IT. Excellent communication skills in German and English language fluency are required.

**Work Environment:**

At Pitney Bowes Business Insight, we pride ourselves on a unique environment, a culture that has evolved out of our entrepreneurial origins. Our associates describe it as flexible, passionate, family-oriented, innovative, rewarding, intelligent, fast-paced, and professional yet relaxed. We offer a open, creative and dynamic work environment. Thrive in a highly spirited workplace where people are passionate about what they do and are empowered to make a difference.

If you have any questions, do not hesitate to contact us:

**Please send your application (preferably in English) to [emea.jobs@pb.com](mailto:emea.jobs@pb.com)**

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