



Job Title – Marketing Director

Location - emarsys UK, London

Duration - Full Time

In the past year emarsys has grown exponentially and is a leading Email Platform and Service Provider in the UK with hundreds of international clients and cutting-edge technology. Currently emarsys has offices in London, Vienna, Munich, Berlin, Paris, Zurich Hong Kong and Beijing. As part of its rapid expansion programme emarsys is now looking for a Marketing Director to drive its growth forward.

More than 900 companies worldwide are among our satisfied customers and send a combined volume of more than 3 billion emails each month using our email platform. We also manage the work for eBay globally, Vodafone, Coca Cola, Canon, Motorola, Honda, Burton, Playboy UK, Zurich Insurance, Deloitte and many more.

Responsibilities:

- Ownership emarsys worldwide online and offline marketing activities with focus on
 - market awareness (making emarsys top 3 choice when thinking about solution provider in local market)
 - lead generation (creating a lead generating machine to provide local sales with constant flow of high quality leads)
 - CRM (activities focused on existing clients)
 - Branding (making emarsys a top international b2b technology brand)
- Responsibility for budgets and marketing plans (created with local marketing managers and country managers)
- Setting and delivering (outperforming) on marketing KPIs and goals
- Reporting to Head of New Markets Division and CEO
- Liaising with other VPs (Sales, Client Services, HR) for departmental marketing needs
- Managing local marketing managers
- Enhancing local marketing teams as required + setting up marketing in new countries (together with Marketing Manager New Markets)

Requirements:

- The ideal candidate will have experience as a Marketing Manager in B2B SaaS company (not necessarily direct competitor, but the company should have offered one or more of the following solutions: CRM, CMS, campaign automation, marketing automation, business intelligence, web analytics or ecommerce)
- The right candidate would have managed marketing teams in multiple countries (e.g. head of marketing EMEA, etc.)
- The ideal candidate will have 5-10 years marketing experience (including a few years in a leading management role)
- The right candidate will have a university degree (graduate preferred) with business and/or marketing emphasis
- The ideal candidate will be an expert in B2B technology branding and lead generation
- The right candidate will have excellent analytical and project management skills
- The ideal candidate will have a good understanding of email marketing
- The right candidate will have good understanding of using Social Media for B2B branding and lead generation

- Sensitivity to foreign business culture and practices
- Willingness to travel
- Excellent communication and networking skills
- English mother tongue
- Fluency in additional foreign languages a plus

What We Offer:

- A job with a dynamic and experienced team of professionals
- A company with an international outlook and a good market positioning
- A very fast growing business
- Competitive remuneration
- Laptop, Phone and paid expenses.