**Field Marketing Lead**

Do you want to join a fast growing SaaS scale-up, with a strong trajectory of growth and exciting business expansion plans across Europe ?

DirectSkills, a leading software provider for innovative HR solutions is looking for new talents to build the next chapter of its expansion.

**Position Details :**

We are looking for a result-driven Field Marketing Lead with an entrepreneurial mindset.

You develop the customer community and attract new prospects with a lead generation strategy tailored to the company's positioning and usage. To do this, you manage digital marketing roadmaps integrating event, webinars and product releases and create quality and accurate content, responsive to targeted audiences.

The ideal candidate will have a significant digital marketing experience gained in a BtoB technology organisation- ideally software or SaaS company - is efficient and well-organized, team-oriented, has attention to detail, with strong written and verbal communication skills.

This position reports to the Sales and Marketing Director.

**Key responsibilities :**

* Develop an integrated marketing plan to meet companies’ business objectives.
* Execute a full digital inbound and outbound program, SEO SEM, web, email, webinars, social media, communication, PR and event to deliver the campaign goals.
* Manage the lead qualification and handover process to the Sales Team.
* Develop an account based marketing plan with the sales team for selected accounts.
* Manage metrics and reports, leveraging Pardot and Salesforce.

**Desired Skills and Experiences :**

* Bachelor’s degree in Marketing, Business or Communications required.
* 5 to 8 years track record of B2B digital marketing and demand generation (especially lead generation and nurturing, marketing campaign execution and measurement)
* Hands-on experience and proficiency with marketing automation platforms (Marketo, Pardot or the like), and CRM systems (Salesforce) is required.
* Good level of English is a must second European language would be a plus.

**About us :**

DirectSkills solutions provide maximum flexibility and responsiveness to our customers to fulfill their contingent workforce requirements while optimizing quality and costs and stay fully compliant with regulations. Each day, named companies in construction, logistic and retail sectors are trusting our platform to better hire & manage their temporary resources.

DirectSkills promotes flexible workstyle, including remote working with offices located in Central Paris.

DirectSkills is an equal opportunities employer, promoting diversity and inclusion.