

Recruteur	
Référence	20D1603195236
Titre de l'offre	Regional Marketing Manager H/F
Description de la mission	We are looking for a Regional Marketing Manager to join one of the fastest growing SaaS companies.

About you

We're looking for a high energy marketer to join one of the fastest growing SaaS companies in Europe and help our growing team win the French and Benelux markets. You'll be the key counterpart to the regional Sales Director/VP, and responsible for planning and executing on events, webinars, and programs, working with the wider team to provide marketing support, and building our brand within the HR & People management community. You should be able to independently spot opportunities and seize them to support our growth and have the drive to push them to completion in partnership with the sales team.

Responsibilities

Strategic

- Define and execute our regional market strategy to gain a foothold in the French and Benelux markets by increasing our brand awareness, developing a community following and aligning opportunities to our business goals. This role will be approximately 30% strategy and 70% execution.
- Maintain a keen understanding of industry trends affecting clients and the region, and make appropriate recommendations regarding strategy.
- Build strong relationships between our teams: Marketing, Product, Sales and Customer Success teams.
- Analyse and report on regional performance to continually improve as we grow

Brand awareness, Community development & Market growth

- Organise events (such as webinars, podcasts, industry and thought-leadership opportunities) & run campaigns to generate ROI and drive brand awareness.
- Take the initiative to run local experiments and activities to increase growth and brand awareness.
- Evaluate opportunities and nurture relationships for partnerships, sponsorships, and advertising on an ongoing basis as part of your strategic approach.
- Grow a community of advocates through industry leaders.
- Plan and implement promotional and nurturing campaigns.
- Create new opportunities for brand awareness working directly with our PR team and local agency.

Content Generation

- Coordinate with our Content team to produce engaging copy and content for events, campaigns, and social media initiatives for English speaking countries within your region.
- Create engaging copy and content in French for local events, campaigns, sales enablement, PR, branding, and social media initiatives.
- Work with an agency to translate English content produced by the global team.
- Translate and optimise the French marketing site.
- Coordinate with our Customer Marketing team to generate regional customer stories and testimonials.

Type de contrat	CDI
Télétravail	Non spécifié
Rémunération	40-50 K Euro/an
Client	Peakon
Description de la société	At some companies, you can feel the momentum building. People are engaged, they're

approaching their work with energy, enthusiasm and resilience. Being part of the organisation becomes part of your own identity.

At others, it feels impossible to get everyone pulling in the same direction. People lose sight of the company's purpose, they start looking out only for themselves - or elsewhere for new opportunities.

Peakon was started to help companies around the world build better workplaces. Where employees know they're listened to, managers learn from their own decisions and develop as leaders, and entire organisations see a step-change in what they can achieve.

At Peakon, we believe that work should work for people, not the other way around. With us, you'll find a transparent salary model, unlimited vacation, and maximum freedom to develop and execute your own ideas. Our style of collaboration is driven by our mission - help every employee drive the change they want to see.

Localisation	London
Pays	Array
Description du profil	<div>- 3-5+ years marketing experience, preferably in a B2B or SaaS environment</div> <div>- Native French speaker, fluent in English</div> <div>- Be execution focused</div> <div>- Be able to work well across a growing cross-functional team and manage internal stakeholders</div> <div>- Understanding of SaaS business model, sales funnel, and what drives growth.</div>
	<div>This position is based in our London office and travel is required (up to 20%)</div> <div>(Native French speaker)</div>
Expérience	Expérimenté (3-10 ans)
Profil	
Secteur	<div>Services aux entreprises autres</div> <div>Services IT & Digital</div> <div>Services RH</div>
Langue	Français