



## Head of Content Marketing, Demand and Field Marketing

Reporting to the Chief Revenue Officer and working closely with our sales organization and customer success teams, the Head of Marketing will be responsible for product marketing, demand generation and field marketing globally

### What will you do

- Work cross-functionally with sales and product marketing to understand and develop targeted content and campaigns
- Provide ongoing best-in-class pipeline and attribution reporting and dashboards that tell the story of marketing's impact on the pipeline, trends in inbound activity, and areas of influence that surround product-led growth and highlight opportunities for optimization
- Primary owner of the marketing lead lifecycle, definition of funnel stages, lead statuses, lead routing, attribution and lead scoring methodology
- Internal administrator and architect for the marketing automation platform and the bridge with the CRM and other systems ensuring systems operate at full capacity, in sync, real-time
- Liaison with customer success to develop strategic campaigns to increase renewals and upsells
- Oversee global tradeshow and events calendar and activities around it
- Works with Brand, MarCom and MarTech colleagues to ensure a consistent and positive customer experience through all customer touchpoints

### What do we expect

- Master's Degree in marketing or business
- 10+ years proven track record in marketing, combined with at least 3 years' experience leading teams
- Experience with global B2B hardware and software companies

- Self-driven and growth mindset with substantial experience in an international and cross-cultural business environment
- Proven experience planning and executing global go-to-market strategies for digital products
- Ability to work effectively supporting the Sales organization and developing strong, positive working relationships across the company
- Ability to thrive in a high-growth, fast-paced environment
- Leadership experience; also related to building a new team
- Excellent communication skills; proven track record as evangelist internally and externally
- You are driven by customer centricity and are a team player and change agent
- Strong analytics skills; using a wide range of data sources, dive into metrics and draw insights

### About the #EagleTeam

Screening Eagle Technologies | Proceq | Dreamlab

We are on a mission to protect the built world with software, sensors and data. We hire talented problem-solvers with bold ambition who share our passion for inspection technology to sustain mission-critical assets and infrastructure for future generations. Our culture is creative, innovative and inclusive. We are a fast-paced, product-driven, growth company headquartered in Switzerland with our Singapore and Malaga technology hub and a global mindset looking to lead a digital revolution in inspection. Want to join the #EagleTeam?

Send your application to  
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