



EMEA Sales Marketing Campaign Manager

The mission for the EMEA Sales Marketing Campaign Manager is to build world-class demand generation to drive inbound interest for Screening Eagle sensors and software with integrated, digital, demand generation campaigns. This is a unique opportunity to join a growing department in a **newly created function**.

What will you do

- You formulate, implement and run marketing integrated campaigns for ScreeningEagle's various brands.
- You are responsible to devise B2B EMEA marketing campaigns with the aim of generating new prospects and advancing existing opportunities.
- You able to work without guidance, taking full ownership of your projects, deal proactively with queries, presenting solutions and adding value.
- You manage the procedure, implementation, tracking and measurement of campaigns.
- You strategize, supervise, and manage the Campaign activities and are responsible for planning, implementing, and reporting.
- You proactively address the ongoing demand for opportunistic and ad-hoc marketing needs of the sales team in response to the health of the pipeline.
- You work in close collaboration with your colleagues (Brand, Product Marketing, Sales, etc.) to deliver effective campaigns.
- You identify opportunities to improve marketing efficiency and effectiveness through better audience segmentation, marketing techniques, and processes.
- You ensure that the organization's brands and identity is adhered to in campaigns and in all communication channels.
- You liaise with your APAC and Americas' counterparts for best practice sharing.

What do we expect

- Minimum 4 years experience in a similar role, ideally in the Tech industry
- Strong at strategical, tactical and operational levels
- Experience with executing demand generation campaigns in Hubspot, including managing content production, LinkedIn ads and Facebook advertising, webinars, etc.
- Ability to make data driven decisions around digital marketing using tools such as Hubspot, SugarCRM, Google Analytics and Google AdWords
- Drive demand generation and funnel conversion optimization
- Deliver regular reports of campaign results, including web analysis and core KPIs.
- Keep abreast of current trends in marketing
- You thrive in a fast-changing environment
- Adobe suite mastery a strong plus
- Fluent in English and German - mandatory
- Location: Based near Zurich, Switzerland; office presence based on latest COVID regulationn

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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