



Americas Sales Marketing Campaign Manager

The mission for the Americas 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.

What will you do

- Working in collaboration with our headquarters Marketing team in Zurich, Switzerland, you formulate, implement and run integrated marketing campaigns for the Screening Eagle and Proceq brands.
- You are responsible to devise B2B marketing campaigns covering our markets in North, Central and South America, with the aim of generating new prospects and advancing existing opportunities.
- Responsible for internal coordination of market specific SEM
- You can work without guidance, taking full ownership of your projects, deal proactively with queries, presenting solutions and adding value.
- You manage the process, 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 brand and identity is adhered to in campaigns and in all communication channels.
- You liaise with your Asia-Pacific and European counterparts for best practice sharing.
- You support additional Marketing activities, including trade shows, webinars, marketing road shows and special events.

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
- Experience successfully maximizing SEM/SEA.
- Deliver regular reports of campaign results, including web analysis and core KPIs.
- Keep abreast of current trends in marketing
- Full suite of Adobe a strong plus
- Fluent in English. Additional fluency in Portuguese and/or Spanish is a strong asset.
- **Location:** Our new Austin, Texas headquarters for the Americas

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
hr-europe@screeningeagle.com