



Field Marketing Manager

NComputing is the global leader in the fast-growing desktop virtualization market. NComputing Field Marketing Managers own the marketing efforts in a geographic territory. As the person who specifies, develops, and executes successful in-country marketing programs, you must have an intimate knowledge of local market and channel needs and requirements. The Field Marketing Manager works with sales, channel, and PR agencies to generate interest, demand, and revenue. To do that, you create programs and materials on your own, with channel partners, and also by adapting programs developed by other field marketers.

The successful Field Marketing Manager has the following skills:

- **SUPERIOR COMMUNICATIONS**
 - Understands the NComputing value proposition, and knows how to tell convincing stories in a variety of media to a variety of audiences.
 - Is skilled at using written words, spoken words, and images to tell compelling stories. Has demonstrated ability to guide outside agencies when they are used to help execute projects and programs.
 - Understands the different needs of large business, small business, education, and government customers in different geographies; knows how to tailor messages to each audience to get the desired response.
 - Keeps the channel up-to-date and excited with engaging and effective communications. Coordinates content and strategies with other marketing staff.
 - Selects and localizes appropriate collateral and makes sure that it is available and easily found by everyone who needs it. Localizes and/or coordinates localization of web site content relevant to the market.

- **GENERATES LEADS & SALES DIRECTLY AND WITH CHANNEL PARTNERS**
 - Identifies and evaluates trade shows, conferences, and thought leadership/public affairs events (and related speaking opportunities) that are appropriate for NComputing participation and/or sponsorship; manages all aspects of NComputing's participation and coordinates with channel partners on joint sponsorships.
 - Helps create professional and winning RFPs with local-market knowledge and excellent and persuasive communications skills.
 - Regularly visits key partners (focusing on enablement/training/joint marketing). Maximizes partner sales by conducting effective partner training.
 - Manages market-development funds. Ensures that all co-marketing activities have a strong ROI.

- **THINKS AND ACTS STRATEGICALLY AND PROACTIVELY**
 - Tracks and analyzes internal and external databases to discover and propose growth opportunities and new marketing program ideas.
 - Meets regularly with channel partners and customers to understand their world and how we can help them—and how we can refine our products, strategies, and programs to be more effective.

- Meets with distributors and top resellers to create quarterly marketing business plans that include co-marketing activities and joint commitments.

- DRIVES PR FOR AWARENESS BEYOND OUR SIZE
 - Helps develop and execute local PR strategy. Works closely with the agency and corporate marketing on media and analyst relations as well as finding, researching, writing, reviewing, and publishing customer testimonials (press releases, quotes, case studies, videos, webinars, etc.).

- EFFECTIVE ORGANIZATION
 - Avoids surprises with forward thinking and planning, but handles urgent tasks adroitly when they arise. Uses a process orientation to organize work.
 - Tracks and reports on marketing effectiveness. Report findings with expert insight and interpretation. Turn data into information and insight. Make course corrections and recommendations based on analysis and insight.
 - Reliably and accurately prepares and submits weekly dashboards and management reports. Tracks the marketing budget and approves all marketing expenses.

Requirements

- A bachelor's degree in marketing, communications, business or a related field; master's degree preferred
- 7+ years in the technology sector
- 3-5 years of marketing management experience
- Experience measuring the effectiveness of programs and events
- Strong written and oral communication skills
- Excellent highly collaborative interpersonal skills
- Exceptional project management skills; ability to manage multiple programs with overlapping deadlines while meeting all objectives and deliverables on time and with attention to detail
- Sound decision-making and critical-thinking skills
- Flexible, adaptable & creative
- Flexible work hours for conference calls with U.S. headquarters and other regions
- Willing to travel 40-50%