



Sr. International Marketing Manager – Europe

Confirmation is looking for a creative, strategic, and entrepreneurial marketing manager to be the first marketing team member in our London office. You will play an instrumental role in a high-growth company, driving high-impact marketing strategy and execution across a range of markets.

While the rest of the marketing team is located in our Nashville, Tennessee office, you will join a large team of account managers, sales directors, and customer service colleagues in our office in the City (Moorgate). You will work closely with both teams to develop and deploy marketing strategies, campaigns, programmes, and events in order to meet regional revenue and market growth goals. We're looking for a 'full-stack' marketer who is both a thinker and a doer; someone who can devise creative strategies and who isn't afraid to take on some of the day-to-day/operational tasks in order to keep the marketing engine running smoothly. You will primarily work on marketing for the EMEA region, although you will also work on some marketing efforts in APAC.

Responsibilities

- Drive brand awareness and product adoption strategies to achieve country-specific revenue goals and account expansion objectives.
- Develop and execute multi-channel marketing programmes and campaigns across multiple geographies. Identify and scale what works for repeatable success.
- Provide ideas for new strategies and new ways of engaging current and potential customers and apply a data-driven, 'test and learn' mindset to your work.
- Identify and meet the needs of various European markets at different stages of maturity: emerging, growth, and established.
- Provide regional insights into content development needs, and work with the team to deploy content marketing initiatives for your region.
- Work with other marketing colleagues, product, and sales teams to provide market intelligence and inform decision making.
- Proactively collaborate with marketing, business intelligence, customer support, sales, and finance teams on campaign and event implementation.
- Work with our regional partner organisations to engage key audiences.
- Work with the marketing team and our translation/localisation vendor to ensure that language and content needs of the region are met.

Preferred Skills

- Demonstrable success in developing and deploying marketing campaigns, programmes, and events.
- Strong project management and problem-solving skills, and an ability to work cross-functionally with many stakeholders.
- Ability to work independently, and communicate effectively with your manager and the rest of the marketing team (located in the U.S.).

- Strong written and verbal communication skills. A keen ability to articulate and present your ideas and decisions.
- A proactive, “get it done” mindset, always looking for solutions and not shy about pursuing them.
- Positive attitude, team-orientated, flexible, and analytical. Attention to detail is a must.
- Experience with key marketing platforms including Salesforce and marketing automation tools. Ability to learn new tools quickly.
- Bonus points for having worked in an Agile/Scrum environment.
- Fluency in European languages (other than English) is a plus: French, German, Spanish, etc.
- Ability to travel several times per year to the company’s HQ in Nashville, Tennessee. Semi-frequent regional travel and occasional overnight trips throughout Europe will also be required.

Qualifications

- Bachelor’s degree (minimum 2:1 or equivalent) in Business, Marketing, or related course of study preferred.
- Minimum 5-7 years’ experience in a B2B marketing role.
- Bonus points for SaaS experience.

Compensation

- Compensation commensurate with experience and education.

How to Apply

- Submit your CV and a cover letter that showcases your personality and why you’re a fit for our organisation.

About Confirmation

Confirmation is the world’s leading provider of secure online audit confirmations. Today, more than 16,000 audit firms use Confirmation to send audit confirmation requests to companies, financial institutions and law firms worldwide. For more information, visit Confirmation.com.