



## **Job position: Marketing Program Manager**

### **Job description:**

In charge of supporting and executing marketing programs, as well as analyzing and segmenting the pipeline of leads to score them, nurture them or push them in the sales funnel.

This role will succeed in a deep understanding of demand generation, campaign management, lead management and scoring in a field marketing approach, in close collaboration with Sales team and channel partners.

This position reports to the French Marketing Senior Manager and will be based in East of Paris (Noisy Le Grand).

### **About EasyVista**

*EasyVista simplifies IT Service Management by making it easy to deliver and easy to use for today's enterprise. EasyVista's service management platform was created to help companies automate and personalize service delivery to improve IT efficiency and increase staff productivity. Today, EasyVista helps 1,000+ enterprises around the world radically improve service user experience, dramatically simplify and accelerate service creation, and reduce the total cost of IT service delivery. EasyVista serves companies across a variety of industries, including financial services, healthcare, higher education, technology, public sector, retail, manufacturing and more. Headquartered in New York and Paris, EasyVista is a rapidly growing global company backed by leading venture capitalists, and traded as ALEZV:EN.*

### **Responsibilities:**

Generate demand for and with Sales (Direct and Channel) through the tactical execution of a defined set of marketing programs, such as email campaigns, channel programs, webinars, and any other tactics to support lead generation activities.

Feed and drive the marketing pipeline to support sales and revenue growth in the French Region, in alignment with the corporate demand generation strategy.

Have a clear focus on quality execution and campaign outcomes that lead to marketing sourced pipeline (opportunity count and pipeline dollars), and the follow-on tracking and measurement of lead generation activities.

### **Duties:**

- Work with the corporate and local marketing teams to support campaigns and regional specific communication requirements
- Grow marketing contribution pipeline by executing and monitoring marketing campaigns to ensure a prompt follow-up of leads generated

- Set up and execute demand generation and lead nurturing programs with Marketing Automation tool (HubSpot)
- Develop and execute inbound and outbound campaigns (email) and tactics
- Leads Management: manage and follow all the Inbound requests (from the website, EasyVista social media accounts, events such as webinars, white papers or conferences...)
- Develop & improve lead scoring criteria to turn leads into opportunities
- Drive the Top Accounts and ABM strategy
- Manage the pipeline of leads & relationship with Sales (Lead Development Rep, Inside Sales, Territory Sales Manager)
- Data quality updates and data cleansing in SFDC
- Follow and measure Marketing Programs performance & metrics (Raw Leads, Marketing Qualified Leads, Opportunities)

#### Skills/Qualifications:

- 5 years' experience in field marketing, demand generation and content creation in the B2B space
- High-tech knowledge in software / IT business
- Experience in tracking and measuring demand gen programs and their outcomes
- Technical expertise in CRM data mining and segmentation techniques
- Proven experience on delivering data statistics and insights
- Proven ability to handle multiple tasks in a fast-paced environment
- Excellent organizational, presentation and written skills
- Fluent in English and French
- Strong experience in SFDC and marketing automation (HubSpot or equivalent)
- Masters degree level in marketing

To apply, it's easy. Please send your application (in French or in English) to [recrutement@easyvista.com](mailto:recrutement@easyvista.com)