

EMEA Marketing Automation and Campaign Manager

Brady (<http://www.bradycorp.com>), an international manufacturer and marketer of complete solutions that identify and protect premises, products and people, is looking for a seasoned and passionate EMEA Marketing Automation and Campaign Manager.

This job is a full-time position and is based in Zele (Belgium) or Egelsbach (Germany). You will be part of an international team working for markets in Europe, the Middle East and Africa and you will report to the EMEA MarCom & eCommerce Manager.

About the job:

The **EMEA Marketing Automation & Campaign Manager** is responsible for the planning, implementation, execution and analysis of the **marketing campaigns & tactics throughout the customer journey**. This person is focused on lead generation, nurturing and conversion by targeting customers as well as prospects with the right message, via the right channel, with the right message at the right time. This is done in close co-operation with the regional sales teams.

This includes for example:

- Manage, plan and analyse the launches, campaigns & other tactical actions as defined in the marketing plan, focusing on the best suited touchpoints along the customer journey, and execute as well as co-ordinate within the MarCom Demand & LeadGen Team
- Initiate, develop and execute e-mail marketing campaigns and lead nurturing programs in Eloqua (automation flows & nurturing streams), supporting the business strategy, email revenue targets, digital engagement, product introductions, segment plans, EMEA-wide promotions or upcoming exhibitions
- Main point of contact for campaign marketing automation & capacity planning and follow up towards the sales teams responsible for lead follow up and sales conversion
- Ensure e-mail creative (design, look & feel) and communication (subject line, structure, content, call to action) is in line with brand guidelines and best practices
- Measure return on investment in all possible formats, looking at activity cost, leads generated, conversion into won opportunities, revenue generated.
- Maintain and optimize the processes between Eloqua and Salesforce
- Analyze customer database, improve segmentation & data quality (continuous improvements with CRM & sales teams) to optimally target the audience
- Continuously improve processes, consolidate best practices to improve touchpoint effectiveness, lower the cost per lead and increase sales conversion on or offline.

About you:

The ideal candidate for this role has:

- A Bachelor or Master degree in Marketing and / or Communications.
- Minimum 5 years of experience in digital / e-mail marketing and / or marketing automation;
- Excellent knowledge of Oracle Eloqua and Salesforce.com, or similar Marketing Automation tools;

If you have those Technology skills and on top of that :

- You have excellent direct e-marketing skills, transforming features & benefits for the customer into performing direct marketing tools and motivate the receivers to take action;
- You have excellent marketing communication skills;
- You are a project manager who works structured, proactively and knows how to schedule priorities;
- You have strong communication skills in English – both written and verbal other languages is a plus;
- You have knowledge of regulatory requirements of e-mail marketing related to data privacy (GDPR).

You're the EMEA Marketing Automation and Campaign Manager we are looking for!

About (Y)our team

The **EMEA Marketing Team** is responsible for the development and execution of the EMEA Marketing Plan, in line with the global and regional IDS strategy and growth initiatives. The team is focused on driving a differentiated roadmap and compelling & competitive go to market per market segment. All activities, including Voice of Customer (VOC), roadmap development, product launches, multi channel market campaigns, programs & initiatives, and marketing communication, support the EMEA business objectives of sales growth, brand awareness and unrivalled customer experience.

What we promise you:

Brady is offering a full-time function with an attractive salary package including bonus plan. We offer you the opportunity to work in a dynamic and innovating company, with high quality products and a clear and vivid strategy. We support our employees in their personal growth. Our hierarchy is flat which makes it easy to reach everyone.

Sounds interesting?

If you feel you have what it takes to be the new **EMEA Marketing Automation and Campaign Manager** at Brady, we look forward to hearing from you.

Please send your motivation letter and resume (in English) to Valérie Ommeslag, HR Generalist, by email via valerie_ommeslag@bradycorp.com