

ABM Job Description – Scaled ABM

We are looking for a top-notch ABM marketer to develop and execute ABM programs and initiatives to drive higher engagement and retention within our prospect and customer base. The Account Based Marketing Manager is responsible for the strategy and implementation of effective Account Based Marketing programs that meet the growth objectives of the business, with a strong emphasis on driving pipeline and accelerating existing opportunities from a target account list.

Our ideal candidate is a creative, analytical, and curious self-starter who can multitask. This role will work closely with stakeholders and cross-functional leaders including Operations, Product, Sales, Channel and Field organizations. Responsible for assessing new trends in ABM and building a long-term strategy to satisfy the company's ABM objectives.

Responsibilities

- Define Account-Based Marketing strategic and execution planning
- Own and manage the MarTech stack, including the Account Based Marketing platform, *[Insert Platform Name HERE]*
 - ALTERNATIVE if you don't already have a platform: Evaluate and select ABM-specific technology and/or platforms to enable and enhance the ABM strategy
- Partner with the regional Field Marketing Managers to develop regional, account focused playbooks including, but not limited to, outbound prospecting, inbound lead follow up, nurture, channel activities, live/online events, meeting setting with the goal of building pipeline and accelerating bookings.
- Collaborate and partner with core marketing functions on campaign concept, custom content requirements, digital marketing support/message testing and creative development to ensure effectiveness for target account segments.
- Identify the most effective marketing messages, value propositions, materials, channels, and calls to action for personas within target accounts.
- Build then obsess over ABM metrics to ensure business impact measured by target account pipeline/bookings (sourced/influenced), database growth and accuracy for target accounts, account/contact engagement scores and sales/partner utilization of programs.
- Manage project timelines, quality issues, resources, & budget.

Qualifications

- Bachelor's degree with Marketing, English, or Journalism focus.
- Minimum of 2-5 years doing ABM within *[specify your industry/target industries]* environment
- Experience working on ABM campaigns, developing strategy preferred.
- Strong hands-on background in ABM-related technologies a plus
- Enterprise-level strategy experience; must have experience developing and managing strategic ABM campaigns
- Deep knowledge of ABM best practices and emerging trends, ABM Certified preferred
- Proven ability to translate analytic data into strategic insights that drive successful marketing programs
- Excellent verbal and written communication skills

- Strong project management skills; ability to manage multiple priorities under tight deadlines, in a busy, fast-paced environment
- Able to work cross-functionally with sales, inside sales and channel partners within the organization.