

ABM Job Description – Strategic (1:1) ABM

The <Company> team is looking for you to join our Account Based Marketing Practice to deliver delightful and impactful customer experiences for the <insert segment/industry>. The Account Based Marketing Team's charter is to develop and execute the go-to-market strategy for our top strategic accounts to enable customer business outcomes that generate revenue and advocacy. In this senior role you will:

Responsibilities

- Impact some of <Company's> largest customers and iconic brands that are critical to long-term growth
- Be part of the world class <Company> Marketing Organization that is focused on driving deep customer and field engagement
- Grow in your career by working across functions including product marketing, demand generation, field marketing, sales, services and more.

Qualifications

Skills needed:

- Ability to leverage data and insights in the development of and to continually optimize marketing plans
- Strong executive presence and ability to collaborate with and influence senior leaders, sales teams and customers
- Excellent communicator and coalition builder; knows how to build organizational support and credibility across multiple functions within the company.
- Demand creation, both sales-led and marketing-led.
- Self-starter with a strong predisposition for action and solving problems
- Strong presenter, both in person and virtually.

Basic Qualifications:

- 5+ years of multi-channel B2B marketing experience in enterprise accounts, ideally in account-based marketing or a key accounts model.
- Industry experience in manufacturing

Preferred Qualifications:

- Ability to gather data/insights from multiple internal and external sources to understand impact across accounts and opportunities.
- Integrated demand-generation marketing experience, ideally in high-touch account-based marketing targeting senior decision makers
 - Working knowledge of the marketing technology landscape of B2B and account-targeted platforms and tools.
 - Aptitude and passion for both strategy formulation and program execution.
 - Previous sales or consulting experience a plus.
 - MBA a plus.