

Career opportunity: Field Marketing Manager, EMEA

About Wolters Kluwer

In Wolters Kluwer's Financial Services business unit we possess deep insight into the industry, providing governance, risk and compliance programs and solutions to more than 15,000 financial services organizations worldwide. More than 400 in-house experts - former regulators and compliance officers, risk analysts, lawyers and financial industry specialists - embed their knowledge and expertise in every service or solution so that financial organizations can be confident they are managing their organization's Finance, Risk and Regulation needs effectively. Despite rapidly changing industry conditions, financial organizations can rest assured knowing that Wolters Kluwer is able to invest and quickly respond to market needs, with financial stability for the long term.

Wolters Kluwer N.V. (AEX: WKL) is a global leader in information services and solutions for professionals in the health, tax and accounting, risk and compliance, finance and legal sectors. We help our customers make critical decisions every day by providing expert solutions that combine deep domain knowledge with specialized technology and services.

Wolters Kluwer reported 2015 annual revenues of €4.2 billion. The company, headquartered in Alphen aan den Rijn, the Netherlands, serves customers in over 180 countries, maintains operations in over 40 countries and employs 19,000 people worldwide.

Wolters Kluwer shares are listed on Euronext Amsterdam (WKL) and are included in the AEX and Euronext 100 indices. Wolters Kluwer has a sponsored Level 1 American Depositary Receipt program. The ADRs are traded on the over-the-counter market in the U.S. (WTKWY).

For more information about our solutions and organization, visit WoltersKluwer.com, or for our financial services solutions, visit WoltersKluwerFS.com.

Job Description

For our offices in Brussels, we are currently looking for a Field Marketing Manager EMEA. The Field Marketing Manager, EMEA independently delivers key marketing programs and activities in the EMEA region according to policy and quality guidelines. This involves generating leads, programs to raise awareness, conferences, product launches, tradeshow, direct mail campaigns, lead tracking and reporting, and management of EMEA contact data in the marketing database.

This position requires local knowledge of the FRR market and business practices across the EMEA region.

Your responsibilities:

- Liaises with internal management to understand desired results of marketing activities and manage execution accordingly.
- Develops and co-ordinates logistics for a range of activities and problem-solves issues arising up to and during the activity.
- May write or edit original material or enhancing existing material (ex. collateral material, direct mail, invitations etc.).
- Ensures that materials are transmitted through necessary distribution channels to ensure external and internal communication. Manages approvals on select pieces of communication.
- Acts as a liaison with some external service providers such as, event suppliers, or design firms to discuss sponsorship terms & conditions or minor design & print jobs.
- Oversees logistics associated with shows, including on-site support when necessary.

- Measures and manages email & direct mail campaigns as assigned, across all FRR solutions.
- Creates reports for manager and VP Marketing to monitor success of activities
- In coordination with database manager, provides maintenance, quality control and upkeep of corporate database. Develops and/or purchases high quality lists by segmented market to marketing activities.
- Assists in the development of policies and procedures with regard to entry, assignment, and ownership of leads. Provides monthly lead report to senior management.
- Monitors web sites for internal and external audiences
- Interacts with clients at events and represents the FRR business division as well as the company positively. Behaves professionally and understands the business sufficiently to set realistic client and stakeholder expectations. Escalates problems/issues promptly.

Profile

- The individual must have sufficient financial background and technical insight to understand the nature of customer's business needs and problems and a strong ability to comprehend how the Wolters Kluwer's finance, risk and reporting solutions will solve these customer problems
- Masters or Bachelor degree from accredited university in business, marketing or a related discipline
- Several years experience in the high-tech industry (preferably financial services software vendors) or capital markets banking, including pre-sales, consulting, or product marketing positions
- Proven ability to work collaboratively with multiple stakeholders to develop and deliver marketing plans and campaigns
- Can do attitude and focused on delivering results
- Strong interpersonal, presentation, writing and editing skills
- Proven success in creating and executing marketing programs
- Very good influencing, problem solving and project management skills.
- Organization/logistics/project management of projects lasting more than 3 months
- MS office programs, in particular Word, PPT and Excel
- Strong experience with Eloqua marketing automation tool, and SAP or Salesforce CRM
- HTML editor and web publishing
- Graphics/image application (e.g. PaintShop Pro, PhotoShop) (as needed)
- Strong presentation, writing and editing skills
- Attention to detail.
- Basic understanding of the WKFS FRC products and solutions.
- Fluent in English (written and orally), French and Dutch

Our offer

We offer you a position in a team-based, international, leading financial organization. Within Wolters Kluwer, you will find straightforward communication, a fast-paced work environment with challenging projects, interesting career opportunities and a competitive salary package.

Interested? Please send your application (with the job title in the subject line) to:

FRC-Careers-EMEA@wolterskluwer.com