



Type: Full Time

Department: Marketing Manager - EMEA

Role: Marketing

Location: Europe, remote, preferably the Netherlands

Scale Computing is seeking goal-oriented, highly-organised, charismatic manager focused on metrics-driven results and a positive work environment. Plans, directs, and evaluates the marketing initiatives of Scale Computing products and/or services in Europe, the Middle East, and Africa (EMEA). Enthusiastically collaborates with the EMEA sales team and a dynamic marketing team in North America to ensure the successful execution of marketing plans to foster Scale Computing's growth. This position will report to the Vice President of Marketing and Vice President of International Sales.

Essential duties and responsibilities include the following

- Apply and implement global marketing initiatives established to ensure profit, growth, and expansion of company products and/or services on time and to specification.
- Create and implement regionally relevant marketing campaigns that align with the global vision and direction.
- Ensure all marketing plans and corporate initiatives appropriately leverage all communication vehicles.
- Manage and coordinate Scale Computing campaigns and communications, sales promotions, advertising, employee communications, and trade shows, ensuring that campaign and communications programs are consistent with relevant policies and guidelines.
- Coordinate special events such as trade shows, customer visits, etc. to drive brand awareness and lead generation.
- Prepare promotional material for others as necessary.
- Harmonise international marketing efforts by effective collaboration with marketing peers in North America
- Prepare, update, and control marketing budgets, regularly reporting on performance against target and providing variance analyses and revised projections.
- Research, analyse, and monitor financial, technological and demographic factors so that market opportunities may be capitalised upon and the effects of competitive activity may be minimised.
- Collaborate with peers on the Scale Computing EMEA team and the Scale Computing marketing team to ensure directed strategic planning is implemented in a timely fashion through the execution of daily duties and responsibilities.
- Other duties as assigned

Qualifications

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with health-related support needs to perform essential functions.
- Education Degree in Marketing or Communications preferred. M.B.A. in related field (Desirable)
- Minimum four years of experience in a management or individual contributor position in public marketing with direct responsibility for lead generation, promotions, and communications.
- Extensive experience in Marketing with a proven track record (Essential)
- Experience of working internationally (Essential)

Language Skills

- Ability to read, analyse, and interpret general business periodicals, professional journals, technical procedures, or government regulations, journals, and financial reports.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Fluent in English (Essential)
- Bilingual efficiency in an additional language (Desirable)

Work-based Competencies

- Professional marketing and business skills (Essential)
- Ability to interpret and maximise the use of sophisticated market research data (Essential)
- Excellent organisational and prioritising skills (Essential)
- Understands and can deliver exceptional customer service (Essential)
- Strong leadership and coaching skills (Essential)
- Business report writing and presentation skills (Essential)
- Excellent interpersonal and communication skills (both written and oral) with the ability to communicate at all levels (Essential)
- Problem-solving skills (Essential)
- Strong IT skills including good working knowledge of Microsoft Office suite.

Willingness To:

- Travel internationally as required
- Be customer-oriented
- Be proactive and self-motivated
- Meet deadlines
- Work independently
- Follow directions from Manager
- Adapt to change
- Work in a fast-paced environment
- Work with individuals from a variety of cultural backgrounds
- Curate or develop a strong understanding of the dive industry.
- Demonstrate professional behavior that supports team effort and enhances team behavior, performance, and productivity

Personal Attributes:

- Creativity
- Strong communication skills
- Approachable and diplomatic
- Able to foster respect of the team and interact well with co-workers
- Ability to work under pressure