



Regional Marketing Manager Brazil

Job Mission:

Working from strategies defined by the Marketing Offerings teams, the Regional Marketing Manager has the sole responsibility for the timely execution and localization of marketing activities and campaigns within the assigned geographic region. This may include end-to-end planning and project management for activities and campaigns confined to a single region, adapting activities and campaigns that were designed for other regions, or executing regional tactics within a single, multiple-region campaign.

Responsibilities:

- Developing, maintaining and coordinating a regional marketing budget and plan that aligns marketing activity for each Offering, including recommendations for the regional marketing mix, keeping costs within the agreed limits
- Creating and maintaining a calendar of marketing activity for the assigned region, by Offering and cross-Offering
- Timely and accurate communication of regional marketing plans and achievements with regional ISDs and TDs
- Localization of campaign and other corporate communications – including regional web content – according to localization guidelines, meeting timeline and budget parameters
- Budgeting reports on a timely and accurate basis that inform Regional Marketing Management, Offerings teams and relevant budget holders of local marketing expenditures, as well as providing information into the budget planning process, forecasting budget accruals and managing localization expenditures within budget limitations
- End-to-end management of regional events with support from Global Event team and Creative Services.
- Working from campaign project plans to execute activities as required
- Acting to ensure the integrity of CRM system data, by coaching and influencing the actions of regional sales teams
- Supporting the Offerings and Corporate Marketing teams with other region-specific activities
- Building regional understanding of the important media (magazines/websites/blogs, etc.) by Offerings, enhance existing and build up new relationships and coordinate all local press activities with Corporate Marketing and Offerings Team

Other duties include:

- Aligning regional roll-out of campaigns with local sales and technical resources, including approval of event agendas, target lists for invitations and TI telemarketing etc.
- Providing feedback into marketing and campaign planning process on best regional practices to Offerings and Campaign leadership
- Complying with corporate procedures, such as the formal approval of contracts with terms and conditions by the CMO, PORF and budget reporting processes, channel marketing processes, etc.
- Coordinating and supporting local channel marketing activities ensuring the alignment of regional campaign execution to maximize impact on regional marketing efforts
- Ensuring leads are captured from all activities – including Channel marketing - , and make sure all leads and/or new contacts end up in the appropriate systems within two working days.

- Leading the localization process for the region, maintaining a list of regional content validates for content localization and ensuring the appropriate communications are localized.
- Arranging and writing regional Big Win stories, user stories, news items and press releases in cooperation with relevant Marketing colleagues.
- Providing monthly reporting on all marketing activities in the regions, including relevant stats like attendants, number of prospects, number of leads, etc.
- Organizing local sponsorships, banner placements, ad placements, and such, in agreement with the budget-holding Offerings Teams.

Qualifications:

- Speaks English, Portuguese fluently; Spanish speaking ability is desirable but not required necessary.
- Able to maintain and communicate marketing plans to Bentley organizations
- Extensive knowledge of marketing planning and budgeting
- Writing skills (PR, User Stories, Web content, etc) Pitch to relevant trade press, know how to conduct a press meeting, partner with publications on ad plans
- Maintaining local web sites and localization of campaign and corporate related collaterals
- Tracking and analyzing leads
- Event management from planning, executing, including follow-up activities
- Working knowledge of e-Marketing and e-Sales methodologies
- Experienced in CRM and database driven campaigns

Our Offer:

- Dynamic and international environment
- Informal and professional atmosphere
- Challenging and versatile job
- Attractive compensation and benefits

Our organization is as good as the people who work here. We feel that an open and personal atmosphere is very important; we encourage initiative and feel that this should be rewarded. If you are interested, please send your resume and application letter in English to Jan-Willem Doreleijers at Jan-Willem.Doreleijers@bentley.com