

Turkey Jobs Expertini®

Field Marketing Executive

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Company: Exely

Location: İstanbul

Category: other-general

Exely is a global IT company specialising in online solutions and websites for the hotel industry. We help hoteliers increase their direct sales and automate operations. With a client base of over 3500 properties from 56 countries, ranging from small hotels to large resorts, we are committed to delivering exceptional customer service and support. Our distributed team works from 20 countries in APAC and EMEA regions and speaks 35+ languages providing an exceptional possibility to share global exchange experience.

We are looking for a Field Marketing Executive to drive marketing in field. This person will work fully remote and must be based in Istanbul or Antalya. As a Field Marketing Executive, you will track feedback on marketing activities and gather requests from from local field and inside sales teams, manage local campaigns, review and analyze them, track requirements accordance, make annual plans and budgets to help regional marketingand prepare requests for re-allocation.

The job in a nut-shell

Events: Collecting feedback from field team, events efficiency analysis, new events proposal, check venue, team availability, booth, giveaways, collateral, competitive monitoring at the event;

Co-marketings: Finding new external speaker (expert/alliance/customer/associations), building relations, joint plans, activities implementations, price negotiation, efficiency analysis, participating in messaging creation for the activities (final check of ppt together with Sales, BDM, CSM);

Internal webinars: New topics development , pushing BDM & CSM to develop topics, webinars coordination;

Digital:Working closely with Online ads (PPC, Ads, Publishers), Website and on consistent messaging for local web-site, external portals, blogs, forums; participate in new platforms, providers and approaches research and testing;

Communications:Working closely with MarCom specialists to develop consistent marketing local messages plan aligned with Global messaging and local activities plan. Regular improvement of communication channels' efficiency via relevant content and attractive formats of communications;

PR: Working on local press events & PR activities, local magazines cooperation, price negotiation, PR agency KPI (if PR agency);

SMM: Managt local SMM channels, create local and adapt Global content plan, traslate or create and publish content, suggest activities and authors, drive local team engagement;

Localization and content creation: Creating key local topic plans, proofreading, collecting requests from field team on new content creation, suggestion authors for content creation;

Customer Stories: Work with field sales & CSM team on CS pipeline creation, monitor CS process and be involved in communications with customer if needed.

Requirements

Based in **Istanbul** or **Antalya** ;

Strong communication skills, both written and verbal Turkish and English;

At least 2-year experience in:

- 1 . Marketing strategy development: Expertise in creating strategies that meet company goals and target the right audience;
- 2 . Event planning and management: Ability to organize impactful events;
- 3 . Digital marketing knowledge: Understanding of how to use digital channels effectively;

4 . Budget Management: Skills in allocating budgets for maximum ROI;

Comfortable with CRM and Data analysis tools to track and analyse marketing data;

Project management skills: Organizational skills for managing multiple projects at once.

We are looking for someone who is highly creative, adaptable, able to work in team and individually.

Benefits

Competitive salary based on experience;

Great room for growth within the company;

Fast-paced, ever-growing start-up environment with full support from the established international team;

Corporate meal card (Multinet meal card);

Medical insurance after probation period (3 months);

Corporate laptop and headset after the end of probation period;

Business trips.

If you're interested in this position, please send us your CV with a brief self-introduction story and we'll get back to you shortly.

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