

# Field Events Marketing Specialist

## POSITION SUMMARY

Do you want to be part of an exciting, innovative, and fast paced growing software company?

The Field Events Marketing Specialist will work closely with the Partner Marketing team to build and execute field marketing activities including but not limited to events, trade shows, go-to-market strategies, business review meetings and trainings. This individual will effectively coordinate & facilitate field & channel marketing programs throughout the project lifecycle by collaborating with internal and external resources. Primary responsibility is to develop and execute channel & field marketing programs to generate revenue, maximize partner/channel engagement and acquire customers.

This role will propose tactics to increase sales and awareness within the channel community by supporting and leveraging other channel efforts with product marketing, corporate marketing, sales, training and other lead or sales generating programs.

This role will successfully work with management to establish the infrastructure necessary to support the channel, track and analyze partner performance and impact on market share and competitive landscape. This role has experience and understanding of both direct sales and multiple distribution channel businesses.

## CORE EXPECTATIONS

- Must demonstrate an ability to excel within a cross-functional team environment
- Strong presentation and WebEx skills
- Highly organized
- Must demonstrate an ability to handle multiple projects, partners and escalations
- Must be able to work with and influence sales organizations
- Understanding of partner ecosystems
- Responsible for the achievement of partner marketing & sales objectives
- Must be willing to travel 30% of the time

## CORE COMPETENCIES

- Strong presentation skills are essential
- Must have strong field marketing and relationship selling skills within a partner community
- Must be a self-starter and strong closer with multi-tasking ability
- Demonstrated ability or interest in learning Calabrio software products
- Experience marketing in the high technology software industry
- Other core competencies will be defined by your direct supervisor/manager

## WORKING RELATIONSHIPS

- Report to the Director of Product Marketing
- Ability to work closely with peer engineers, group leaders and other employees and departments in the company
- Direct work with customer and partners

## EDUCATION/EXPECTATION

- Requires a BA degree in a technical discipline or equivalent
- Minimum of 3-5 years of sales experience in a fast-growing high technology company

## MENTAL/PHYSICAL REQUIREMENTS

- Ability to be on feet periodically while performing job responsibilities
- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

## COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

## BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To apply for this career opportunity, please apply online at the following link:  
[https://workforcenow.adp.com/jobs/apply/posting.html?client=calabrio&jobId=160404&lang=en\\_US&source=CC3](https://workforcenow.adp.com/jobs/apply/posting.html?client=calabrio&jobId=160404&lang=en_US&source=CC3)

## ABOUT CALABRIO

[Calabrio](#) is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The [Calabrio ONE®](#) software suite empowers everyone in an organization, from contact center agents to the CEO, with

easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015). The company is also a member of the Cisco Solution Partner Program and the Avaya DevConnect program.

Find news and information at [www.calabrio.com](http://www.calabrio.com). Follow [@calabrio](https://twitter.com/calabrio) on Twitter.

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