**Job Description**

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| Job Title: | Marketing Specialist – US Retail |
| Department: | Marketing & Customer Excellence |
| Location: | United States (preferably New Jersey office, alternatively Nashville or remote) |
| Country: | United States |
| Level: | Associate |
| Reports To: | Marketing Manager |
| Role Type: | Individual Contributor |
| Contracted Hours/Days: | Full-time, fixed term contract |  |

**About Us**

Reveal Media specialises in Body-Worn Camera systems that capture evidence from a first-person perspective. This equipment has a proven and major impact on crime reduction, abuse against the wearer and the associated cost reductions.

We have become the most successful European company in this rapidly expanding market and have sold our equipment to the majority of Police Forces in the UK as well as many local authorities and private organisations. Reveal Media has also sold into over 40 countries and is rapidly expanding its international activities.

It's an exciting time to work for Reveal as we continue to lead the world in the development and application of Body Worn Video Technology, and we are looking to make a real impact in the United States Retail market to counter the growing issue of organized retail crime, as well as increased violence and aggression towards store associates. Upon successfully generating interest and leads with Retail customers in the fixed-term period, there is potential for a permanent position with the opportunity to diversify in the sectors you are supporting.

**Purpose of the Role**

Oversee and execute the go-to-market operational marketing activity targeted at the Retail sector in the United States. To be successful, you should have prior experience of ideally launching a B2B proposition to the Retail market in the United States or marketing across a range of channels to senior decision makers within the Retail market. Ideal values include an entrepreneurial spirit and no-limit mindset, and you should be comfortable with remote working. A top-notch candidate should demonstrate exceptional interpersonal and team player skills, determination, and out-of-the-box experience.

**Responsibilities**

* Work with the Marketing Manager and VP Strategic Development to drive brand awareness and lead generation in US retail market for Reveal Media
* To plan and execute ABM activity to Retail target customers in the United States.
* Design and plan digital marketing strategies that drive MQLs with Retail customers
* Deliver relevant and sector-targeted demand-generation initiatives in tight collaboration with the global marketing team and US retail business development.
* Create, manage and implement content marketing initiatives and events marketing opportunities, including a schedule of major national tradeshows, national conferences and state-wide events.
* Identify and execute new or unexplored distribution channels and advertising opportunities for marketing to leverage.
* Measure, analyse and report on channel pipeline building activities, evaluate marketing effectiveness/return on investment, and strive for the best possible CPL.
* Collaborate with internal/external partners such as membership organisations to deploy co-marketing activities.
* Source/procure databases across different regions/industries.
* Translate, adapt and localize content, marketing copy, and other marketing collaterals.
* Build drip and nurture campaigns to automate communications.
* Carry out data segmentation and analysis.
* 20-30% business time required for travelling/attending International trade shows, exhibitions, seminars, meetings or similar.

**Qualifications, Skills and Experience**

Essential Experience

* Qualification in marketing or business-related fields is required

Professional and Personal Skills

* Strong written and verbal communication skills with a flair for producing high quality written content for sales and marketing purposes
* High drive and energy
* Maturity and strong work ethic
* Good time management, attention to detail and ability to handle pressure
* Used to working autonomously and comfortable working with global stakeholders.

Desirable

* 3+ years B2B marketing experience to retail sector target audience
* Experience of targeting loss prevention audience is advantageous
* Experience using Salesforce and Pardot
* Knowledge of Google AdWords, LinkedIn and Social Media advertising
* Event management experience.

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| Employee Name:  | Line Manager:  |
| Signature: | Signature: |
| Date: | Date: |