

Position Information

Role	France Field Marketing Manager
Reporting To	Global Marketing Director
Job Location	Paris

Masternaut Overview

We are a market leader in a high-growth, competitive technology industry. We created the field of vehicle telematics 20 years ago, and have maintained a leadership role in industry. Following a period of transformation and repositioning, Masternaut has launched an important growth strategy covering go-to-market, product, and a significant investment in talent.

We deliver an IoT solution which is invaluable to our customers in managing and optimising their fixed and mobile assets. The IoT solution includes high performance SaaS platforms, and a family of embedded devices which are installed in assets and vehicles to provide real-time telemetry data feeds. The solution helps our clients drive significant operational improvements: reducing fuel consumption, increasing vehicle utilisation (which reduces the number of vehicles on the road), and improving the safety and productivity of their staff. In 2016, our clients reduced fuel consumption by 90 million litres and avoided the release of 230 million kg of CO₂ into the atmosphere.

Within the rapidly expanding area of the Internet of Things (IoT), telematics is one of the most mature products with proven commercial application, delivering 3x to 5x ROI for our customers. We are a market leader in this developing industry with huge potential for positive impact on our communities. The adoption of telematics in commercial vehicles is still below 10% globally and growing rapidly.

We are backed by growth equity investors Summit Partners and Fleetcor Technologies.

Masternaut at a glance: 20 years in commercial vehicle telematics, 10,000+ customers, 300+ employees across Europe, €60m revenue.

Opportunity

We are looking for an experienced B2B field marketer to lead our country-specific marketing activity in France and to drive growth in collaboration with our Sales function. You should have a broad marketing skillset with experience in tech or enterprise B2B campaign management, sales enablement and content creation. In particular, you should have experience with demand generation from existing customers and new logos, including early funnel interactions (downloads, cold calls, content, ads), lead nurturing (inbound/content marketing) and an understanding of lead analytics. Ideally, you will have run a B2B Account-Based Marketing campaign from strategy to execution or have an interest in this topic.

You will be responsible for a budget of over €600,000 covering prospect and customer marketing activities. You will be coaching another field marketer in France and work in collaboration with central functions like brand, media and online (some of

which are based in Paris). You are expected to spend a lot of time with Sales, liaising with Sales managers in France and going out to meet prospects on a regular basis.

This role is based in Paris and reports to the Global Marketing Director. Due to the interconnected nature of this role, we're looking for a hands-on team player.

You will be based in Paris and should be a French native speaker who is fluent in English. You will be expected to travel once per quarter to the marketing team meeting in London and once per month to prospect meetings.

Key Responsibilities

- Develop and own France Account Based Marketing strategy with the aim of demand generation across existing and new logos
- Design and execute marketing campaigns to build Masternaut's brand and deliver qualified leads
- Coach another field marketer on lead nurturing and Cross-sell campaigns, with a focus on conversion and hot lead quality
- Collaborate with the Marketing Analyst to set demand gen activities' KPIs, analyse ROI and optimise demand generation spend
- Liaise with senior sales management and the Sales Excellence function on country marketing activities to drive conversion to opportunity and won sale
- Drive a rigorous but creative stream of trials with a view to scalability
- Quickly turn around trials for new messaging and channels
- Analyse findings from new channels & translate into actionable campaigns
- Attend industry or other events as well as sales meetings to get to know prospects
- Build an organised, repeatable process & liaise with the UK Country Marketeer
- Management of agencies (telemarketing, Account Based Marketing, media, creative for specific campaigns)
- Support excellent execution and high pace of overall field marketing activities like events, content creation, PR... even if overall project responsibility lies with the other field marketer

Qualifications, Experience and skills

- Significant B2B field marketing experience, ideally in a small to medium-sized business, ideally in tech
- Experience in a sales / business development function a plus
- Experience collaborating deeply with sales from within a marketing function
- Excitement for optimising channels analytically based on numbers / ROI
- Passion for marketing innovation / new channels and new approaches
- Experience running Account Based Marketing campaigns a plus
- French native speaker, fluent in English
- Passion for tech / SaaS products
- Independent self-starter
- Hands-on team player

Our Philosophy on Talent

With a Silicon Valley-like focus on building a high-growth, scalable technology business, we are looking for top talent that fits with our ambitious and fast-paced culture. When recruiting, we look for ambition, entrepreneurial spirit, demonstrated discipline in execution, and the potential for growth. In return, we offer a dynamic environment with like-minded team members, positioned in an exciting industry with great opportunities for professional growth.

We are fundamental believers that having the right people is critical to our success: attracting, developing, and retaining talent will always be a core focus at Masternaut.