

## International Director of Marketing Operations

HighJump is a global provider of logistics, 3PL, transportation, warehouse, mobile fleet management, point of sales and eCommerce solutions. HighJump is a growth-oriented corporation and leading provider of end-to-end supply chain solutions for small to enterprise companies. Through a culture of innovation, HighJump strikes the perfect balance among client satisfaction, employee fulfillment and shareholder value through our accelerated services.

We are seeking a bi-lingual **International Director of Marketing Operations**, who will report to the SVP of International Sales and Operations. Our ideal candidate will be a member of the international management team and must demonstrate the ability to lead, mentor, and communicate effectively within the HighJump global organization as well as externally with our network of partners, vendors, and stakeholders. This role will be responsible for formulating our marketing strategy and plans for the geographies of LATAM, EMEA, APAC and ANZ, ensuring that the global inbound, outbound and external marketing functions are setup and continue to scale and operate according to strategy and integrated marketing plans. You will take a lead role in planning and managing complex projects including product launches in new geographies, post acquisitions marketing and CRM integrations. You will also be responsible for conducting weekly planning sessions with all marketing functional areas and for the day-to-day measurement of marketing's contribution to revenue generation, MQLs and SQLs.

### Job Responsibilities:

- Review current marketing excellence initiatives established for the regions above, and provide guidance, suggestions, and recommendations for improvement
- Work with marketing functional teams to formulate comprehensive integrated marketing plans and ensure sales and marketing functional areas are aligned with plans and strategy
- Be up-to-date or have positive demeanor with latest marketing tools available, i.e., WeChat, LinkedIn, Highspot, Hubspot and others as requested to help integrate marketing execution consistent with local practices
- Become expert with NetSuite and off-set work-load for Sales Directors to help and maintain accurate and timely prospect and customers records. Can include data clean-up, hygiene and process for future CRM best practices
- Develop, maintain and implement international marketing calendar to achieve marketing objectives that have been strategically aligned by SVP of International Sales and Operations
- Provide project management oversight for all events scheduled throughout the year around the world
- Negotiate with vendors and manage project budgets
- Supports the development of presentations, webinars, and event materials
- Ensure database integrity and accuracy across all marketing systems and develop processes that best support the INTL2020 business
- Partner with the International Sales Leadership to ensure integrity in the sales funnel
- Oversee Lead-to-Revenue process, stage definitions and ongoing optimization
- Partner closely with various domestic marketing leaders to insure use of best practices that "fit" within local business practices
- Stay on top of leading marketing 'best practices' in defined geographies to insure best adoption of numerous social and other practices
- Track, test, and analyze data relating to campaign metrics to improve and optimize programs (best use of spend) by regularly delivering performance reports to SVP

### Qualifications

- Bi-lingual verbal and written communication is a plus. Chinese, Portuguese, Spanish are preferred
- Bachelor's or master's degree in a Marketing or related field required
- A minimum of 7 years complex project or international marketing program management, preferably in large technology enterprise
- A minimum of 5 years new product introduction for international software/technology services company, preferably cloud solutions
- Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit. This includes a strong desire to understand this is a global position and benefits that come with that
- Ability to build strong, effective partnerships at multiple levels within the company as well as both direct and indirect constituents in multiple cultures, time-zones and languages

### Preferred

- Experience in international business transformation; process reengineering and change management
- Ability to formulate integrated international marketing plans and manage program budgets
- Interest in and ability to travel globally to support and execute on the above. Travel would be limited, but should be considered in this position
- Flexibility to work non-standard hours when warranted