

## Head of Field Marketing SEE, European Platform Business (f/m/d)

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Company: Fujitsu

Location: Netherlands

Category: business-and-financial-operations

### **FUJITSU – Shape your world by working your way**

Fujitsu is a leading global IT company with approximately 130,000 employees in 100 countries. Whether hardware or cloud solutions, consulting or artificial intelligence solutions - as a global group, Fujitsu offers the entire spectrum of IT services and products from a single source. Shape your world and ours by working together to deliver outstanding results for our clients and drive digital transformation.

As soon as possible, we are looking for a candidate in European office locations

### **Head of Field Marketing SEE, European Platform Business (f/m/d)**

Legal Entity: Fujitsu Technology Solutions GmbH

Working hours: 40 hours/week

Reporting into the Head of Business Growth & Marketing, this role is the key factor in driving demand across the South Eastern Europe (SEE) sales cluster by leveraging central support into local demand generation activities. Understanding the field requirements, the Head of Field Marketing SEE plays an important role in further enhancing the central contribution and support while bringing the marketing strategy and programs to life in the different countries.

#### **These exciting tasks await you:**

Develop and implement the field marketing plan for SEE, leveraging central support (programs, assets, subject matter experts) and considering local activities and requirements in line with the marketing strategy and business directions

Accountable for marketing targets and budgets (both Fujitsu Budget and Refunds) and

marketing targets for SEE

Close alignment with SEE management and GTM stakeholders

Provide strategic and operational leadership to the SEE Field Marketing team, focusing on driving demand and ROI

Act as SPOC for Field Marketing SEE within EPB and other teams

Contribute to the overall marketing strategy for EPB

Act as conduit between SEE region and the broader Marketing team, representing the Field Marketing SEE and providing requirements and ideas to the respective teams to further enhance programs, processes and strategies

Implement reputational enhancing PR and Analyst programs to position Fujitsu in the markets according to the overall direction and strategy

Provide timely reporting and ensure execution of all Marketing activities in the respective countries according to agreed plans, lessons learnt and KPIs such that the wider audience understands what has been done, what is planned, why, and to what ends

**You should have the following qualifications:**

Strong strategic thinking and entrepreneurial attitude

Strong stakeholder management skills

Proven competencies in successful implementation of integrated marketing plans in a cross team environment

Excellent ability to work effectively and work strongly aligned in a matrix organization

Proven ability to work alongside management stakeholders, anticipate and evaluate their needs by focusing on the company strategy and EPB strategy

Successful record of executing impactful B2B marketing campaigns that drive measurable results towards sales pipeline

Excellent knowledge the product business both direct and indirect model

Excellent communication skills in English - written and verbally. Fluency in German (written + verbally) is a plus

Experience in leading teams is a plus

Experience in managing marketing programs / activities in CEE is a plus

### **Why Fujitsu:**

Modern workplaces and equipment

Flexible working hours and working from home possible

Extensive training and development opportunities

Development opportunities in management or expert careers

30 days holiday & special leave

A wide range of health programs

Numerous discounts, company celebrations and team events

### **Learn more about our values and culture:**

Trusted to transform - With us, you will experience trusting cooperation in all areas, which will give you the necessary freedom for personal development.

Do the right thing - Our goal is to make the world more sustainable and to make a positive impact on society with our products and services.

Work your way – Make your work flexible to have a good work-life balance.

Achieve together - Together, we exceed our individual goals and create added value for everyone involved.

Global innovation, local impact -

Shape your world in a leading global technology company that is changing the world and driving innovation. We respect fairness, equal opportunities and promote diversity in all its facets as well as inclusion in the company

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