



Field Marketing Manager / Event Coordinator

Overview: Xona Systems is seeking a strategic and extremely organized Field Marketing Manager / Event Coordinator to join our marketing team. This role will drive brand awareness and lead generation through the planning, execution, and management of field marketing activities and events. The ideal candidate will be a detail-oriented project manager with excellent communication skills and a passion winning and creating engaging experiences for customers and partners.

Location: Remote worker based in US or Canada.

Description:

- You love to host a party and thrive on planning, coordinating, and executing field marketing activities, including tradeshow, conferences, webinars, and other events. But on the flip side, you're obsessive over event budgets and showing a return on investment for your marketing activities.
- You understand events take targeting pre-event planning and outreach, onsite focus and execution, and post-event follow-up. And you have a passion for and demonstrated experience achieving results and over delivering.
- For the marketing team, you are strategic in your approach to developing demand generation plans across sales regions with sales team and channel partner input. You excel at communicating your plan, investment requirements, and expected outcomes internally to key stakeholders. And you maintain a visible calendar of events that is available to all.
- You are on a first name basis with and have event houses, conference organizers, and other key contacts on speed dial. And you can hit the ground running in an energetic, growth environment.
- You have a deep bag of technical competencies. Marketing automation and email follow-up and nurture. CRM campaign and outcome metrics reporting. Webinar hosting platforms. Event logistics and vendor management. You will always be on the lookout to improve our results.
- You maintain brand consistency and quality across every customer experience and touch point.
- Your KPIs are conversions (from event activities and investments), funnel speed, CAC, and qualified sales pipeline.

Requirements:

- Bachelor's degree in marketing, business, or a related field.
- 3+ years of experience in cybersecurity field marketing, event coordination, or a related role.
- Great project management and communication skills. Ability to manage multiple projects simultaneously.



- Proven track record of planning and executing successful events.
- Super detail-oriented and highly organized.
- Ability to work independently and as part of a team.
- Willingness to travel as needed for events.

Desirable But Optional Requirements:

- Experience with project management tools like Asana or Trello.
- Proficiency with HubSpot.
- Proficiency with multiple in region languages.