



Marketing Manager (North America)

The role

To drive regional growth, we're looking for an enthusiastic and experienced Marketing Manager to join our Global Marketing Team. This role is based in Canada and reports to Spotlight Reporting's Marketing Director. The role also has cross-over with our Design and Sales Teams.

About Us

Spotlight Reporting is business intelligence software that integrates beautifully with big brands such as Xero and Quickbooks. Accountants and businesses around the world use our reporting and forecasting tools to discover insights, bring data to life, and power their business forward.

We're a global company and have offices in the US, Canada, UK, South Africa, New Zealand and Australia - in fact, by the time you read this ad, chances are that more new people have joined our team in a few of our overseas offices.

Role responsibilities

- Create marketing campaigns and content to drive North American sales enquiry.
- Create regular webinars and other content to provide thought-leadership topics to our target audiences.
- Organise quarterly Spotlight Reporting events and interactions in North America.
- Drive new leads in our Enterprise, Accounting and large Direct channels through energetic marketing initiatives and close collaboration with Global Marketing and our North American-based regional team.
- Use social media platforms and live events to leverage and grow an interactive Spotlight community where accountants can support and learn from each other.
- Enhance strategic partnerships and develop collaborative projects within the accounting ecosystem (in particular with Xero, Dext and other leading eco-system players).
- Nurture accounting firms and businesses through the development of marketing programmes

Desired Skills and Experience

- Minimum 2 years experience in a marketing or partnerships role.
- Ability to collaborate and communicate with the Marketing Team at HQ and local North American and other team members essential.
- Experience in email marketing and digital marketing.
- Strong copywriting skills.

- Self-starter, able to work with a wide range of stakeholders, external partners, and strategic accounts.
- Experience using Salesforce and/or Hubspot/Marketo will be highly regarded.
- Project management skills.
- Experience writing briefs, compiling reports and presentations with a business purpose in mind.
- A global mindset, comfortable working with different colleagues on the other side of the world.

This role is:

- Full-time and permanent.
- For UK citizens or permanent residents.
- Based in London preferably. We are likely to have a London office in 2022.

Apply today by sending your CV to Kylie@spotlightreporting.com