**Job Title: Marketing Specialist, North America**

**Reporting to: Marketing Director**

**Company website:** [www.pcipal.com](http://www.pcipal.com)

**Background**

PCI Pal is a leading payment security business, delivering solutions into the phone payment market, with a particular focus on businesses with call center operations. We have established a strong brand in the emerging secure payment space, providing PCI-compliant solutions to market leading brands across all sectors including retail, financial services, and utilities.

Headquartered in the UK and a public company on the London Stock Exchange (AIM: PCIP.L), the company has an established UK and European customer base and a strong reputation for delivering secure payment solutions that enhance the customer experience when interacting via phone. The FinTech space is an attractive and rapidly growing sector, and the Company is now ready to embark on international expansion with an immediate focus on North America. Capitalizing on recent major wins in the region, including a F500 company, and rapidly growing market demand for technology-based solutions to ensure compliance with PCI DSS regulations, the Company is now investing to build its US presence and team. The business is in the process of opening its first US office in Charlotte, NC in June 2017 and the successful candidate will be based out of this office.

**Summary**

Following our recent expansion into the North American market we are seeking a Marketing Specialist to join the US team in Charlotte. Reporting to the Marketing Director, based in London with a dotted line into the VP Sales based in Charlotte, this individual must be a creative and proactive self-starter who has experience in working as part of a multi-regional team across time zones. Ideally you will be experienced in executing digital and direct marketing programs and have the drive, project planning skills and energy to execute these programs and measure the results. The ideal candidate will understand best practices and processes for lead generation as well as ongoing contact database management and nurturing.

The Marketing Specialist, North America will work closely with the sales and operations team, in region as well as the marketing team based in the UK, to manage sales support campaigns including: prospect and customer campaign execution, targeting, campaign results optimization and reporting. Additional support will be provided by the President North American Operations. You will be a key member of the global marketing team as well as providing tactical marketing in North America. It is a high-profile role and a key strategic hire for the Company as it formally enters the US market, and scales up its global marketing capabilities.

**Main Responsibilities**

* Supporting the PCI Pal North American team and Global Marketing Director with day to day tasks
* Managing the lead upload and measurement process, analyse results and create reporting for event campaigns – utilise these reports to make recommendations for future events
* Initial qualification of marketing-generated leads
* Keep an active and accurate inventory of marketing materials and collateral
* Maintaining marketing tools such as CRM, Website, social media, marketing calendars, email automation for the North American market
* Work closely with the marketing and North American team to ensure all leads are correctly documented, assigned and followed up
* Make recommendations to improve North American marketing and event processes and increasing the overall efficiencies – actively research new opportunities for campaigns across the whole marketing mix
* Managing all logistics to run a successful campaign from start to finish
* Confident in supporting multiple project and managing multiple stakeholders

**Skills and Experience**

* At least 4-8 years progressive experience with a minimum of 3-5 years B2B marketing program/campaign execution and lead/demand generation experience
* Previous marketing experience within a B2B software technology company is essential
* Ability to work in a fast-paced environment and execute multiple programs simultaneously
* Strong communication, analytical and presentation skills
* Attention to detail, strong organisational skills, excellent communication, creative problem solving and innovative thinking
* Ensure any project documentation is complete, current and appropriately stored
* The ideal candidate will understand or have experience of demand generation within the North American market
* Proficient with database marketing, marketing automation and CRM Tools - including at least Salesforce and Pardot
* High energy with a highly collaborative can- do attitude and willing to work across time zones
* Be a self-starter who is happy to take direction and then execute activities independently
* Have experience of and/or be comfortable working in multi-national environment with international stakeholders

**Product Knowledge / Market Awareness**

* Experience of the B2B technology marketing space
* Awareness of PCI Compliant solutions is desirable but not essential
* Experience and/or knowledge of the North American Contact Centre space – also desirable but not essential

**General**

* Bachelor’s degree in a relevant subject such as business, communications, marketing
* Competitive salary and benefits package based on experience and fit