Redfaire International is an Oracle JD Edwards focused partner made up of several “in-country” partners across the globe. Our focus is on a niche-market, namely large-scale multi-nationals who use JD Edwards and operate in many industries (manufacturing, retail, oil & gas, wholesale & distribution, food & beverage, pharmaceuticals and services). Within this niche-market we sell a range of JD Edwards products and (implementation) services.

The Role
You will be the leader of a lean digital marketing and business development team in this hands-on role. You will develop, execute and report on Redfaire International’s marketing strategy. With strong digital marketing skills and a proven track record in B2B marketing, you will focus on generating Marketing Qualified Leads (MQLs) for our EMEA and North American sales team and increasing brand awareness.

Responsibilities will include:
- Develop and implement strategic and tactical plan based on the company’s objectives.
- Report to board key metrics related to demand generation and conversion rates.
- Line manager for department setting objectives and monitoring on continuous basis.
- Enable the strengthening of the Redfaire International brand, facilitate communication with partner marketing managers and adherence to brand standards.
- Facilitate the creation of global channel via Redfaire International partnerships for promotion of partner developed products and services.
- Running online and offline campaigns to generate MQLs for our ERP implementation services, managed services and add on solutions.
- Take a leading role in content strategy (white papers, blogs, case studies, videos). The creation of content will supported by various individuals but monitored and verified by you.
- Manage website content, analytics and Google AdWords campaigns with internal team or external agency.
- Create and maintain product and services marketing collateral.
- Work with inside sales to ensure data quality in CRM system and enable Account Based Marketing.
- Plan and coordinate online and physical events and webinars.

The successful candidate will have the following qualifications:
- Bachelor’s degree or masters preferred or equivalent experience; Business or Marketing focus.
- Proven experience in creating marketing strategies that drive generation of Marketing Qualified Leads for Software or Consulting companies.
- 5 years+ experience in online marketing and running lead generation campaigns.
• Native English speaker with proven editorial and content creation skills.
• Good understanding of design principles, branding and content creation and able to develop briefs for graphic designers and website developers.
• Comfortable developing copy and content around complex subject matter.
• Familiarity with marketing technology tools e.g. CRM, marketing automation, web tracking, web sniffers, etc.
• An ambitious individual who is eager to learn and who likes to take on major challenges.
• Self-starter with a vision on how to make this company successful
• Good communicator, able to work efficiently in international (multicultural) teams.
• Proven Account Based Marketing experience.
• Google AdWords and Analytics certifications a plus.
• Previous experience of working within the Oracle ecosystem is advantageous with an understanding of ERP and cloud technology at a high level.
• Comfortable operating in a dynamic, fast-paced and demanding technology environment with a can-do attitude and commitment to excellence.

To Apply

Please send your CV to careers@redfaireinternational.com