

## Sr. Manager, Marketing

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Company: Infor Inc.

Location: Dubai

Category: other-general

This role will create, manage, and execute the regional marketing plan for the Emerging Markets. The position is responsible for the field marketing effort in the Emerging Markets region. A hands-on approach to execution of impactful marketing programs to deliver the marketing sourced pipeline for the region through a series of integrated campaigns and activities in line with the business goals for the region. This individual will need to be a strong partner and collaborator with the local sales leadership and organization, broader international regional marketing team, and Business Development team. Infor is seeking an individual who combines business acumen and strategic thinking with a hands-on approach to execution of impactful marketing programs. Someone who has extensive experience of marketing to our target countries in Eastern Europe, Middle East, and South Africa, who can build and tactically execute plans. The right candidate will have B2B enterprise software expertise (ideally SaaS/Cloud) and needs to be a team player who knows how to collaborate well, influence, partner and get things done. The individual can easily balance taking a data driven, analytical approach to marketing with a more creative, innovative approach. The individual will be known for strong delivery and getting results with an awareness of ROI with a strong understanding of pipeline creation and management and have clear experience working closely with the Business/Sales organization as a marketing 'partner' to the business. The individual should have extensive B2B marketing experience working at either a technology company or a marketing agency. A Day in the Life typically includes: Partnership with the sales leadership and organization. You will develop marketing plans, blending a local go to market approach with the broader regional marketing strategy.

Identify the most effective marketing messages, value proposition, materials, channels, and calls-to-action for the region. Collaborate with peers across marketing functions to roll out global campaigns at a regional level, ensuring localization and branding alignment across the region. Hands-on tactical execution of the overall direct marketing efforts: drive lead acquisition and lead nurturing campaigns and track and optimize campaign performance as well as overall ROI to the internal stakeholders. Work with Channel and Field sales to support channel initiatives. Deliver partner marketing programs/activities to support the indirect Go to Market sales motions working with key partners in the region. Manage project timelines, resources, SOW (scope of work) / budget. Strategically develop and hands-on execution of Emerging Markets marketing activities. What You Will Need: Extensive B2B marketing experience. A hands-on approach to getting the job done. Experience in hands-on execution of demand generation marketing programs/activities with proven results. A modern approach to marketing including connected campaigns vs one off tactics. Data-driven results oriented in managing full mix multi-channel buyer-journey marketing campaigns to drive awareness and strong commercial outcomes. Excellent oral communication and good writing skills. Fluent in English. Strong collaboration, influencing and relationship-building skills. Able to operate in a fast-paced environment with flexibility, and ability to adapt to changes in strategy and project plans - reliable, self-motivated with a strong 'can do' attitude.

About Infor

Infor is a global leader in business cloud software products for companies in industry specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 60,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation. At Infor, we strive for an environment that is founded on a business philosophy called Principle Based Management (PBM) and eight Guiding Principles: integrity, stewardship & compliance, transformation, principled entrepreneurship, knowledge, humility, respect, self-actualization. Increasing diversity is important to reflect our markets, customers, partners, and communities we serve in now and in the future. We have a relentless commitment to a culture based on PBM. Informed by the principles that allow a free and open society to flourish, PBM prepares individuals to innovate, improve, and transform while fostering a healthy, growing organization that creates long-term value for its clients and supporters and fulfillment for its employees. Infor is an Equal Opportunity Employer. We are committed to creating a diverse and inclusive work environment. Infor does not discriminate against

candidates or employees because of their sex, race, gender identity, disability, age, sexual orientation, religion, national origin, veteran status, or any other protected status under the law. If you require accommodation or assistance at any time during the application or selection processes, please submit a request by following the directions located in the FAQ section at the bottom of the [infor.com/about/careers](https://infor.com/about/careers) webpage. At Infor we value your privacy that's why we created a policy that you can read here .

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