



About Poq

Poq is a global Software-as-a-Service platform that empowers retailers and brands to create highly effective and fully customised native apps in record time. Apps allow them to build stronger brands, sell more products, deepen customer loyalty and deliver highly relevant content to their customers.

The Poq platform is the result of years of focus on retail apps and is proven to increase customer engagement and revenue. Clients include the largest brands and retailers, such as Missguided, Hotel Chocolat, Holland & Barrett, Belk, PLT, the Cotton On Group and FeelUnique.

Founded in 2011, the company has offices in London and New York. It is Venture Capital backed having raised £16.5 million with the most recent round led by Smedvig, with participation again from previous backers Beringea and Meyer Bergman.

About the role - Field Marketer

The role is currently reporting to the Chief Revenue Officer, however over the coming months, we would expect it to eventually report into a general marketing specialist. You will be responsible for lead generation and supporting global new business revenue goals targeting vertical areas of growth. The field marketer will work closely with our sales team to spearhead field marketing initiatives, as well as manage and coordinate day-to-day projects with the marketing team.

What you'll be doing - Responsibilities:

- Take full ownership of creating and executing lead generation campaigns and activities, running email and digital campaigns
- Owning and accountability for the sales qualified leads process
- With a strong focus on digital & agile marketing strategies focusing on Account Based Marketing (ABM) you will be able to demonstrate the ability to further establish Poq's brand and to generate sales leads and pipeline within our vertical streams
- Work closely with the Brand & Digital Designer to create campaigns and materials that appeal to our projected leads in order to nurture, qualify and track customers
- Align campaign tactics to sales cycle
- Integrate programs with product marketing strategy supporting the business with awareness, leads and pipeline contribution
- Efficient execution of integrated marketing programs to expand Poq's footprint
- Customer Advocacy & Content: use Customer References Stories, building a current assets Library with up to date relevant content
- Drive thought leadership, awareness and demand generation, increase awareness and share of voice to support Poq's overall sales strategies to drive leads & pipeline
- Innovate: lead tomorrow's digital approaches. Tap constantly into new digital & social marketing approaches that may be of value, creating a pipeline of tests with pilots on the most promising (focus on scalability and business impact). Track and report monthly campaign metrics including KPIs and assess the impact based on results
- Monitor, analyze and report on performance of each campaign & activity and communicate results and plan for improvement; check lead quality and sales follow-up, and action timely if required
- Distribute campaign results via regular reporting to all key stakeholders
- Regular analysis of current market conditions, customer intelligence and competitor information as directed in order to adapt and adjust current campaigns in order to meet objectives
- Ensure best practice sharing with appropriate audiences

Key Deliverables:

- Your success will be measured against a set of KPIs reflecting progression of Share of Voice, Reach, Engagement as well as Pipeline Volume, Value and Velocity resulting in strong revenue growth impact

Experience:

- At least 3+ years' experience in a marketing, lead generation or sales enablement role
- Results and pipeline driven
- High energy with a can-do approach



- Strong knowledge of the various marketing disciplines especially Account Based Marketing, field marketing and digital marketing
- Thorough knowledge and practical working experience of a wide range of direct digital marketing channels from website, to search engine, to social media channels, to digital multi-touch and nurture campaigns
- Strong business acumen, analytical competency and influencing skills
- Strong project planning and execution skills, with strong sense of project ownership and ability to anticipate possible roadblocks and provide viable solutions
- Able to focus on the detail as well as the bigger picture
- Experience of using modern marketing and sales processes and systems
- Desirable that you have worked in a fast-paced scale up entrepreneurial environment
- Highly desirable that you have worked for a SaaS company
- Excellent time management, organizational and planning skills
- Must be a team player and highly collaborative with stakeholders
- Knowledge of and experience with Salesforce or similar CRM system

We love spending time together as a team, [check us out on Instagram](#). You can see [more about our team here](#).

How to apply

If you're excited about joining the team at Poq, the opportunity and resonate with our Values, then we'd love to hear from you. Please email your CV to recruitment@poqcommerce.com

GDPR Compliance at Poq

Poq will use the personal data provided by you in your application to contact you regarding matters relevant to the recruitment of this role. Members of the People team and relevant hiring managers and interviewers will have access to your CV during the recruitment process.

Poq Values & Behaviours

Our culture is the way we do things at Poq & our Values are the DNA of our business:

Deliberate

- We move forward constructively with integrity and purpose
- We bring the best version of ourselves every day
- We are experts and innovators at the top of our game

Enterprising

- We are ambitious, resilient and passionate about what we do
- We are creative thinkers, problem solvers, decision makers
- We do great work and get things done together

Honourable

- We take ownership and hold ourselves accountable
- Take pride in our product, our work and each other
- We are honest, decent and do the right thing

Open

- We are open to ideas, learning and evolving
- We work together as one team
- We celebrate and embrace our diversity