



CAREER OPPORTUNITIES

Job Description:

Field and Customer Marketing Manager

WELCOME TO PCI PAL

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. We are integrated and resold by some of the worlds' leading business communications vendors, as well as major payment service providers.

We are currently looking for a Field and Customer Marketing Manager to join our US team.

THE OPPORTUNITY:

The Field and Customer Marketing Manager will play a pivotal role in shaping the end-to-end customer journey across diverse industry sectors and global regions. This position is responsible for acquiring new customers through strategic events and marketing initiatives, cultivating advocacy and engagement, driving cross-sell and expansion opportunities, and implementing effective retention strategies. The ideal candidate will possess a strong blend of strategic thinking, executional excellence, and a customer-centric mindset. This role will report into the VP Marketing.

YOU WILL BE RESPONSIBLE FOR:

- Lead the external events strategy and manage full-cycle execution, from concept and planning through promotion, onsite delivery, and post-event follow-up—maximizing pipeline contribution and customer lifecycle impact.
- Develop segmentation, journey mapping, and lifecycle messaging frameworks, partnering with Sales, Product, and Customer Success to deliver targeted programs across onboarding, adoption, renewal readiness, and expansion.
- Own customer advocacy strategy and programs from a Marketing standpoint (e.g., champions, references, reviews, community), partnering with Customer Success and the Marketing Manager on supporting assets such as case studies and testimonials.
- Establish and scale customer voice and reviews programs, including G2 reviews and other marketplaces, to strengthen credibility, influence buyers, and amplify customer proof points across the funnel.
- Collaborate with Marketing Manager to deliver customer lifecycle marketing strategy to drive demand generation, lead nurture, pipeline growth, customer acquisition, retention, and expansion across the full customer journey.
- Define lifecycle KPIs (pipeline impact, event ROI, adoption, retention, expansion, advocacy) and continuously optimize performance through insights—partnering with Marketing Ops/Marketing Manager for reporting and dashboard governance.



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WE WANT TO HEAR FROM YOU IF YOU HAVE:

- 5+ years of experience in field marketing, demand generation, customer marketing, or a related role, preferably within B2B SaaS, FinTech, or Payments.
- A qualification or equivalent experience in Marketing, Business, Communications, or a related field.
- Proven experience owning external events strategy and end-to-end execution, delivering measurable pipeline impact.
- Strong experience building lifecycle programs using segmentation, journey mapping, and targeted messaging across onboarding, adoption, renewal, and expansion.
- Demonstrated ability to develop and scale customer advocacy and voice-of-customer initiatives, including G2 reviews and marketplace review programs.
- Hands-on experience with CRM (Salesforce) and marketing automation platforms, with strong campaign measurement skills.
- Strong analytical capability, able to track and optimise performance across event ROI, pipeline influence, retention, adoption, and expansion.
- Excellent communication, stakeholder management, and project management skills, comfortable working cross-functionally in a fast-paced environment.
- Flexibility to work in a dynamic environment, respond quickly to changing priorities, and manage various tasks at once.

IN RETURN WE OFFER:

- 25 days PTO
- Medical, dental and optical insurance cover
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- “Work from anywhere” 2 weeks per year policy
- Reward, benefits and wellbeing hub (offering support, discounts, cashback and savings)
- Training and development opportunities
- Ad-hoc team events, incentives and competitions

TALK TO US:

If you have any questions or want to find out more, we'd love to hear from you.

Please contact the Recruitment Team recruitment@pcipal.com