



RECRUITMENT VACANCY

PARTNER MARKETING MANAGER

PARTNER MARKETING MANAGER

KEY FACTS

LOCATION	Stevenage. Herts, UK
CONTRACT	Full time, permanent
SALARY	£35,000 to £42,000 (depending on experience)
CONTACT	Jo Quinlivan jo.quinlivan@bulletproof.co.uk

OVERVIEW

Bulletproof is looking for an experienced Partner Marketing Manager (5 years +) to be responsible for strategising, developing, and executing marketing initiatives to drive leads, enhance channel engagement, and generate revenue through channel partners.

This position will report to the Marketing Department Manager and will work closely with the Channel Partner Sales Manager and wider senior management team, as well as externally with marketing and sales colleagues at partner organisations.

PRIMARY RESPONSIBILITIES

Existing Partners

- Strategise with partners and Bulletproof Sales Manager to establish a programme of marketing & sales activity which align to both the goals of the Partner and Bulletproof.
- Create high-value marketing content across the full marketing mix including web, email, thought leadership content, PR, social media, video, webinars and physical events to build the sales pipeline.
- Create and maintain sales enablement collateral including (but not limited to) data sheets, sales kill sheets, product bibles, demo videos, product tours, customer information packs.
- Measure the effectiveness of channel partner campaigns that drive awareness, opportunities, and new business acquisition.
- Establish a communication strategy with partners to provide regular product updates.
- Develop strong relationships with assigned partners through on-going meetings, communication, partner feedback and value propositions.
- Create engaging training support material and tools to gain maximum value from partners.
- Analyse and understand key market segments to develop compelling messaging and targeted marketing offers, as well as provide insights into buyer needs and behaviours. Work closely with internal teams to identify areas of opportunity, optimisation and collaboration.

- Work with Bulletproof teams to create a partner self-service portal/tool to share collateral and product updates.
- Assist with Bulletproof partner events, sponsorships and partner initiatives.

New Partner Acquisition

- Working with the Channel Partners Sales Manager, develop and implement a marketing strategy to attract and retain new partners.
- Manage & execute the marketing & comms requirements for new partner onboarding, product education and sales/marketing training to ensure all partners become active and valuable members of our channel.
- Measure and report on ROI and defined marketing KPIs

BULLETPROOF BENEFITS

- 25 days' annual holiday
- An additional day's annual holiday for your birthday
- Private medical insurance
- Subsidised gym membership
- Company perks platform
- Frequent team events
- Relaxed working environment
- Enhanced pension contributions

CANDIDATE EXPECTATIONS

KEY SKILLS

- Highly skilled managing multi-programs through partners with minimum supervision
- A self-starter with the ability to set up new processes and projects from scratch
- Excellent copywriting and proof-reading skills
- Leadership qualities that reflect a self-motivated individual with the ability to work as part of a team
- Ability to translate partner requirements into targeted, high-value marketing activity.
- Proven ability in integrated, multichannel B2B marketing management
- Proven experience in B2B lead generation
- Proven experience in working with design agencies and similar third parties to produce marketing & sales collateral
- Ability to execute basic design work would be an advantage (such as photoshop)
- Creative problem solving skills and willingness to take responsibility for solutions
- Ability to adapt and react quickly to change is essential.
- First class written and verbal communication skills

EXPERIENCE

- Minimum 5 years' experience in channel partner marketing with proven success from strategy to execution is essential.
- Proven experience in influencing positive relationships with partners.
- Experience in B2B technology marketing or similar role essential.
- Proven experience in devising value-led audience messaging and high value comms collateral.
- Experience in events management essential
- Experience in planning and producing webinars, case studies, white papers, video content essential (using in-house resources or external agencies)

KNOWLEDGE

- Educated to degree level or equivalent.
- Knowledge of the cybersecurity/tech market, SAAS preferable.
- Solid understanding of audience focussed, commercial marketing.

PERSONAL ATTRIBUTES

- Willingness to undertake travel.
- Clean driving license.
- Flexible attitude and self-starter
- Be a good team worker demonstrating loyalty, respect and commitment to the organization and team members.
- An enthusiastic and positive attitude.
- Carry out other jobs as required by senior management.

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.

ABOUT US

BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

Bulletproof's innovative cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your critical business data. Bulletproof's core belief is driving innovation through our range of cyber security products to deliver true value to the UK market and beyond. Key to our success is the Bulletproof SOC (Security Operations Centre). This is the command centre of our cyber security operations, home to security analysts and researchers as well as being the base of operations for our penetration testing and scanning teams, as well as our strategy/compliance consultants.

Staff are our lifeblood, and we ensure all Bulletproof team members are experts in their individual disciplines, holding relevant qualifications and certifications where appropriate. By way of example, here's a small sample of our staff and corporate certifications:

Bulletproof are:

- CREST approved
- Tigerscheme certified
- PCI DSS v3.2 Level 1 Service Provider
- Cyber Essential Plus certified
- ISO 27001 certified
- ISO 9001 certified

Our Staff are:

- CREST approved
- Certified Information Systems Security Professional (CISSP)
- Certified Information Security Manager (CISM)
- Tigerscheme Qualified Security Test Member (QSTM)
- Certified Ethical Hacker (CEH)
- ISO 27001 Implementer
- CCNA and CCNP Security

SERVERCHOICE GROUP

Bulletproof are part of the ServerChoice Group, an organisation with over 10 years' experience in supplying cloud-based, secure services to clients across a diverse range of industries. The ServerChoice Group of companies is a market leader in providing innovative digital/IT, connectivity and security services. With decades of experience, our focus on delivering flexible world-class services means the ServerChoice Group is proud to be trusted by SMEs and multinational corporations around the world.

FURTHER READING

www.bulletproof.co.uk

www.serverchoice.com

www.serverchoice.cloud

www.scdc.co.uk

www.ai.co.uk



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