



Role: Marketing Manager

General Description

The Marketing Manager will collaborate with all departments in marketing including global demand generation, regional marketing, solutions and product marketing. He/she is responsible for planning, creating and drive overall go-to-market execution for demand generation initiatives across multiple channels to drive lead gen campaign.

Roles and Responsibilities

- Plan, design, and execute email communications using to deliver timely and relevant campaigns. Leverage the regional functional expertise, as well as regional programs and content, to achieve strong branding awareness and to strive for the greatest return on investment.
- Take brand plans/campaign from regional to the market and delivering the agenda to local sales team.
- Forecast ROI for significant events and activities and review actual results against budgeted expectations.
- Understand the company strategy and focus and ensure Marketing is fully aligned with those objectives
- Understand and improve/ develop Key Vendor relationship and strategic engagement
- Competent and Demonstrable, Budget Management ensuring spend is kept in line with Budget and within Coop / MDF agreements
- Structure and build Internal communication and engagement strategy with Sales and other teams internally
- Ensure brand is maintained and externally promoted consistently

Experience and Education

- Minimum 2 years' experience and demonstrated success in the IT Industry.
- Working experience in a distribution will be an advantage

Desired Skills and Qualifications

- Acute Business and Commercial Acumen.
- Able to think end to end – from planning to execution
- Excellent people skills, ability to get cross functional team members to achieve results and complete assigned tasks.
- Good presentation skills with the ability formulate and articulate strategy.
- Analytical and Problem solving.
- Familiarity with Security, Networking and Datacenter solutions and Distribution environment.

Interested parties, please send your resume to enquiries_apac@exclusive-networks.com