



Field and Channel Marketing Manager

United States - Home Office

EfficientIP US headquarters is located in West Chester (PA) with offices in more than 7 countries around the world.

Company Overview: EfficientIP [www.efficientip.com]

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM solutions (DDI), with the goal of helping organizations worldwide drive business efficiency through agile, secure and reliable infrastructure foundations. We enable IP communication and simplify network management with end-to-end visibility and smart automation, while our patented DNS technology protects against malware, controls application access and optimizes application delivery performance. Companies in all sectors rely on our offerings to face the challenges of key IT initiatives such as cloud, IoT, 5G and mobility.

Job Description

As our Field and Channel Marketing Manager, you will be responsible for planning, organizing and executing field and channel marketing programs to generate new business, drive cross sell/upsell opportunities, increase brand awareness, and improve client retention in the US region.

As a Field and Channel Marketing Manager, you will be a marketer driving business acquisition, demand generation, partner programs, and user programs for the Corporate segment. You will build a marketing strategy aligned to our Go-To-Market and sales priorities. You will create and execute scalable demand generation programs to build an engaged customer base. In this role, you will develop and execute creative engaging events that both enable and build pipeline. The position requires a blend of strong marketing execution capabilities along with an ability to build and manage relationships with both internal and external (partner) marketing, sales, and executive teams. This position reports to the VP of Marketing.

Team: Marketing

Country: United States

Remote Work Available: Yes

Responsibilities

- The Field and Channel Marketing Manager will identify and generate awareness and demand by using a variety of marketing vehicles and tactics.
- Create annual and quarterly plans with very tight project management and collaboration across teams to drive clear accountability and a result-driven mindset.
- Track record of implementing effective and creative marketing campaigns that generate new leads, opportunities and accelerate pipeline.

- Experience in tracking ROI and analyzing marketing events, programs and metrics. Must be competent in reporting results and trends to sales and marketing leaders.
- Strong experience with digital marketing activities such as virtual events, lead generation and email nurture campaigns, etc. Successful management demonstrated with managing campaigns and live events from concept to post-event follow-up and lead management.
- Work closely with sales teams to craft account-level marketing plans for top strategic accounts
- Identify and enable partner marketing strategies and programs that advance channel and marketing objectives and deliver significant ROI.
- Continually experiment and introduce new approaches to channel marketing that engage partners and their customers with scalable, repeatable marketing programs.
- Work closely across the global sales team to identify and track goals around MQL development, sales opportunities, and conversion.
- Manage budget and prioritize areas of expenditure based on marketing objectives and sales needs.
- Monitor and track field marketing expenses within the annual budget.
- Ability to travel up to 40% (when physical events resume)

Qualifications

- 8+ years of experience in Enterprise Technology Solutions industry managing field and/or channel activities with particular expertise in both in-person and virtual events.
- A passion for innovation and creativity, an innate ability to think outside of the box.
- Ability to work collaboratively across business units with an emphasis on supporting Regional Sales Leaders in North America.
- Ability to thrive in a fast-paced, collaborative, creative, results-driven environment.
- Strong interpersonal and communications skills.
- Dedication and accountability to achieving results and a desire for continued success.
- A positive attitude, friendly outgoing demeanor, and willingness to take a few risks.

What We Offer

We offer a great opportunity to grow with our company, in a rapidly advancing and strongly innovative environment. At EfficientIP, we fully believe in congeniality in the workplace and in our relationships with our customers, partners and colleagues. We ensure a positive work environment that is encouraging, enthusiastic and motivating to our team. This approach breaks down barriers in order to stimulate our company's ambition of constant overachievement. You will be part of a fun and ambitious team!

To apply, please send your cv and cover letter to careers@efficientip.com