

Certiport Partner Marketing Manager – Job Description

The Certiport Partner Marketing Manager position is a full-time role within the Certiport Marketing team. The Partner Marketing Manager will report to the Senior Director, Corporate Marketing and will work directly with the Channel Sales and Programs teams to drive channel marketing. The Partner Marketing Manager will develop and manage all marketing assets needed to support channel programs, including written materials and presentations.

The Partner Marketing Manager is expected to understand channel business models and be capable of managing tasks with limited supervision. This position requires high attention to detail, strong work ethic and excellent communication skills. The Partner Marketing Manager will lead marketing efforts both directly and through the existing marketing teams to generate partner awareness and drive best practices into the marketplace as measured by partner satisfaction. Additionally, this role will be responsible for executing & measuring performance of these marketing programs.

Additionally, the Partner Marketing Manager will assist the Product Marketing team with launch and management of Certiport's emerging products. This person will also be a go-to manager for PowerPoint development for our executive team on an as-needed basis.

Preferred Technical and Channel Program Experience:

- Familiar with Microsoft Outlook, Excel, Word, and Internet browsers (Internet Explorer, Mozilla/Firefox, etc.) – advanced PowerPoint experience required
- Experienced with online channel / partner portals
- Experience with the management and delivery of Co-op marketing programs

Essential Duties & Responsibilities:

- Provide marketing programs and assets to support partner acquisition strategy
- Manage online partner portal
- Create high quality marketing assets and sales tools for channel partners
- Work with Marketing team to repurpose assets for the channel
- Manage cooperative marketing programs and funds with channel partners
- Evaluates current channel marketing mix and assists in defining and designing the co-marketing strategies for our strategic partners.
- Analyzes and report progress against campaign goals and ROI
- Leads new product introductions efforts within channel including collateral development, communication strategy, co-marketing deliverables, training tools and execution
- Develops and manages channel marketing budget and expenses including Channel MDF programs
- Assists in development and execution of annual marketing and demand creation (promotion) plan for channel partners
- Supports and executes the launch of emerging products and releases and manages the cross-functional implementation of the plan.
- Addresses client concerns and ensures the resolution of issues in a timely manner, with follow-up when appropriate.
- Responsible for managing, supporting, and servicing the account-related marketing needs of an assigned program sponsor.

Knowledge, Skills, & Abilities:

- Excellent written and verbal communications skills
- Comfortable with fast-paced environment and rapidly changing priorities. Resourceful and well-organized

- Can work effectively with peers, management and internal and external business partners, prospects and clients
- Process and metrics driven. Seeks continuous improvement of work processes to increase quality and productivity.

Position Requirements:

- 5+ years working experience as a Channel Sales or Marketing Manager in a related industry
- Bachelor's degree in a business or marketing
- A demonstrated, successful, history of building marketing strategy and execution.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Certiport is an Equal Opportunity Employer