

## Marketing Manager

IT Partners is looking for a Marketing Manager that will be responsible for the development, launch and monitoring of effective marketing strategies and programs that will support our reputation and growth within the market and channel.

Collaborates with management and additional team members to define and develop marketing strategies to drive profitable growth. Identifies, establishes and maintains relationships with brand partners, third party vendors, etc. to leverage current offerings, opportunities and successes. Increases agreed upon growth goals, drives demand generation and expands market share by identifying, planning and executing the activities required to ensure successful achievement of marketing business objectives. Plan and implement marketing strategy across all channels (web, content, social, email, field). Evaluates and adjusts strategies to respond to changing and/or competitive markets. Such activities may include the following as well as other duties as assigned:

### Responsibilities:

- Continually collaborates with internal peers, and/or vendors to effectively define, develop and execute marketing strategies and programs.
- Develops and/or implements marketing policies and objectives to create a “Marketing Machine”
- Manages the introduction of new programs or features.
- Develops, implements and/or maintains all standardized marketing methodologies, tools and collateral of the assigned area ensuring consistent branding for internal and external communications.
- Coordinates and manages applicable events.
- Spearheading campaigns and events that directly result in lead generation and pipeline growth.
- Provides analysis of marketing campaign performance and materials showcasing results.
- Is competent in all job functions and has general understanding of the industry practices, techniques and standards.
- Actions impact the success of the overall department and sometimes the organization.

### Experience:

- University degree preferred: B.A./B.Sc./MA/MBA /MSc
- Minimum of 5 years’ experience in a B2B marketing role
- An understanding of digital marketing tools and techniques
- Excellent communication and interpersonal skills
- Team player/Leader, self-motivated and able to work on own initiative
- Strong planning and organizing skills including the ability to manage several work streams simultaneously.
- Experience in the service provider and/or technology industry highly preferred