



## Channel Marketing Manager

Are you a commercially minded channel marketing professional - performance orientated, with a drive and attention to detail that sets you apart?

Censornet are looking for an experienced Channel Marketing Manager to develop and implement a comprehensive channel marketing strategy for the UK and Nordics to drive lead generation, revenue and growth through our channel partners. The successful candidate will be responsible for a variety of channel marketing initiatives including strategic marketing plans, partner marketing campaigns, events, webinars, incentives, partner communications and enablement.

You will work closely with our Channel Manager to develop and deliver a comprehensive channel recruitment plan and provide expert marketing input into partner business plans to ensure consistent lead generation and pipeline development. You will own the day-to-day management of our partner portal, to ensure partners are provided with outstanding marketing and sales enablement materials to assist at every stage of the pipeline. Essential to this role is the ability to regularly report on and analyse our channel marketing activities, continually improving upon and optimising our approach to achieve outstanding ROI.

### As the Channel Marketing Manager, you will:

- Ensure the company maximises its sales potential through the implementation and execution of an innovative channel marketing strategy.
- Help to increase awareness of Censornet's partner programme, innovative cloud security platform and services.
- Design, produce and deliver marketing materials and "tool kits" appropriate to channel partners.
- Build co-marketing programs with partners in support of revenue targets in line with wider marketing plans.
- Promote the adoption of lead management processes with local sales teams and partners.
- Develop and manage local partner engagement activities (e.g. partner events, local launch execution, to-partner communications, partner training, partner webinars).
- Align closely with the channel manager and sales - provide regular updates on partner marketing plans, results and ROI.
- Work closely with the wider marketing team and agencies to develop highly effective integrated marketing campaigns, as well as supporting brand development and experiential activities.
- Take a highly data driven and analytical approach to marketing activities, continually reporting on and improving campaign performance.



## The successful candidate will have the following skills and experience:

- Prior experience in channel marketing is a must – working with technology and/or cyber security solutions a plus.
- Confident in using marketing technologies, including CMSs, CRM software and marketing automation (ideally WordPress, Salesforce and Pardot).
- End to end marketing campaign management skills with a strong focus on ROI.
- Talent for establishing and fostering meaningful professional relationships with partners and key internal stakeholders.
- Possess a strong sense of accountability and teamwork, with a focus on collaboration, shared purpose and goals.
- A natural self-starter, highly motivated – eager to effect change, roll your sleeves up and make it happen.

A fantastic opportunity to work in a start-up environment, in one of the fastest growing industries. Enormous potential for the right Channel Marketing Manager to develop and put into practice a wide range of skills, scale up the business's presence in, and revenue generation through, the channel and help make the most of its growth opportunities. Reporting to the Marketing Director, this role will include weekly travel to partner offices around the UK and quarterly travel to the Nordics.

## The successful candidate can expect from us:

- Competitive salary plus commission (based on company sales target)
- Share Options
- Private Medical Insurance, Critical illness cover and Death in Service
- Pension
- 24 days holiday, additional days holiday for your birthday and standard UK Bank Holidays
- On site gym
- Personal Development

## About CensorNet:

Censornet is the leading force in innovative and automated cloud security that offers robust, consolidated solutions for businesses. Our unique security platform and approach has led to more than 1,500 customers globally selecting us to protect their millions of users from a range of security threats. From the point of user access to deep granular transparency and control, our security suite helps organizations embrace the potential of the cloud without compromising security or limiting users. The company is headquartered in Basingstoke.