

JOIN OUR TEAM



MobileDemand is a technology leader in rugged tablets, mobile computing solutions, and integrated productivity tools - committed to bringing increased functionality and capabilities to the mobile workforce. As a fast-growing, quickly expanding company, we are looking for exceptional team members to help drive the future of mobile productivity.

JOB TITLE	Partner Marketing Manager
DEPARTMENT	Marketing
REPORTS TO	Director of Marketing
PURPOSE	<p>We are seeking an innovative channel marketing manager to plan and oversee the implementation of our marketing strategies with all of our strategic partners, distributors, VARs, and ISVs. You will be developing channel-specific marketing strategies, planning marketing campaigns, and managing marketing communications that integrate with and promote the company's overall strategic marketing plan.</p> <p>To ensure success as a partner marketing manager, you should demonstrate extensive knowledge of channel marketing strategies and experience in a technology-related industry. An outstanding partner marketing manager will be someone whose expertise results in optimized marketing strategies and increased profitability.</p>
RESPONSIBILITIES	<ul style="list-style-type: none">• Evaluating and improving existing partner marketing strategies• Developing new co-marketing strategies and implementing marketing plans• Targeting specific channels to promote products and services, including pay-per-click advertising, social media platforms, emails, website contents, and SEO strategies• Analyzing market data, trends, consumer preferences, and competitor behavior to optimize marketing strategies• Determining which platforms to advertise on and adapting campaigns accordingly• Gathering marketing campaign data, evaluating the impact of strategies, and reporting the results• Deploying partner marketing strategies in collaboration with the marketing team, senior managers, and other departments• Managing all co-marketing campaign communications and establishing strong partner networks• Keeping track of and implementing the latest marketing technologies and techniques
REQUIRED SKILLS & EXPERIENCE	<ul style="list-style-type: none">• Bachelor's degree in marketing, advertising, business, or in a related field• A minimum of five years direct experience interfacing with partners and proven record of delivering growth metrics• Adept at balancing and negotiating needs of the partner community with the demands from corporate• Proficiency in Microsoft Office 365• Exceptional analytical and strategic thinking skills• Superb leadership, communication, and collaboration capabilities• Excellent time-management and organizational skills• Advanced ability to drive creativity and innovation
COMPENSATION	<ul style="list-style-type: none">• Salary plus incentive compensation in line with experience / qualifications• Paid vacation and holidays• Company 401k program• Company health, dental and vision plan• Company life insurance and short/long term disability