



JOB DESCRIPTION

1. Job specifics	
Job Title:	Partner & Events Marketing Manager
Reports to:	Head of Lead Generation Marketing
Location:	Slough
Department:	Marketing

2. About the role	
What you'll be doing?	Responsible for creating and delivering strategic partner marketing plans to drive growth with partners. The role is also responsible for B2B lead gen event management - supporting other parts of the lead generation marketing function.
Key Responsibilities	<ul style="list-style-type: none"> • Create a partner marketing strategy • Work with the Head of Partners to prioritise and manage partners to determine appropriate levels of marketing activity and support • Create and deliver strategic partner marketing plans to drive lead generation across multiple channels • Run pitches for marketing development funds (MDF) with target partners • Provide ROI reporting and analysis for partner MDF • Work with the Curriculum Managers to develop compelling propositions and marketing messages that resonate with the target audiences • Execute the partner marketing strategy on time and in budget, delivering marketing activities with a core focus on lead generation • Work with key stakeholders (Sales & IT) to ensure lead management processes are followed and leads are followed up • Ensure that all marketing activity is tracked, analysed and reported on • Use learnings to optimise performance and maximise ROI • Ensure GDPR regulations are adhered to across all aspects of the role
KPIs & SLAs	<ul style="list-style-type: none"> • There will be key measurements linked to monthly lead generation targets, lead quality and revenue targets
Key Working Relationships	<ul style="list-style-type: none"> • Head of Partners • Head of Lead Generation Marketing • Email Marketing Manager • Customer Acquisition Team Manager • Heads of Sales • Sales Team Members • Subject Matter Experts • IT / CRM Administrators

	<ul style="list-style-type: none"> • Graphic Design Team
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3. About You	
Skills & Abilities	<ul style="list-style-type: none"> • Ability to work in a fast-paced team environment • A highly organised individual with the ability to manage a diverse workload • A creative thinker who is willing to put forward new ideas • A detail oriented approach with a thorough track record of proofreading and attention to detail • Excellent communication skills, both written and verbal • Stakeholder management skills • Deadline and target focused • Numerate with excellent analysis skills • Ability to use data driven decision-making to prioritise and drive marketing activities to achieve ROI
Your Experience	<ul style="list-style-type: none"> • Demonstrable experience of campaign planning and strategy, preferably working with a B2B technology brand • Experience managing lead generation campaigns across a variety of channels • Proven track record of campaign management and optimisation • Experience using marketing automation tools is desirable and HubSpot beneficial • Experience of using analytics and reporting to measure campaign results and action optimisations • Demonstrable experience of producing print and online communications • Experience of managing multiple stakeholders at all levels and suppliers to drive desired outcome • Experience of budget management • Strong planning and organisation skills with an ability to manage multiple projects to tight timescales • Experience of people and resource management
Your Knowledge	<ul style="list-style-type: none"> • Excellent understanding of marketing principles • Commercial awareness • General knowledge of Microsoft Office essential • Understanding of the marketplace, customer needs and challenges
Your Qualifications	<ul style="list-style-type: none"> • Educated to degree-level, ideally in Marketing or a related subject • Holding a professional marketing qualification will be advantageous
What you'll bring to QA	<ul style="list-style-type: none"> • Passionate about marketing

	<ul style="list-style-type: none">• A positive, proactive, 'can-do' approach to work• Self-motivated and able to work independently• First class organisation skills• Good ability to prioritise and delegate when required• Able to effectively manage and motivate a team• Target and results driven• Ability to work under pressure and deliver to deadlines• A desire to deliver high quality work and constantly looking to improve outputs• A willingness to put forward proposals and trial new channel and approaches• Would suit an ambitious individual with a desire to progress and take on more responsibility
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