

Job Details

Job Title	Senior Channel Marketing Executive
Team	Marketing
Job Type	Full-time
Reports To	Accounts Development Manager, Professional Services
Responsible For	You will not be responsible for managing any other employees
Working Hours	Monday to Friday, 9:00 am to 5:30 pm. From time to time there may be a requirement to change normal working hours due to operational need.

Overall Purpose of the Role

The Senior Channel Marketing Executive is accountable for generating customers expressing an interest in joining the Training Centre Programs managed by KnowledgePoint (including market research, creation of campaign strategies, content and follow through i.e. converting targets to leads, nurturing leads campaigns, etc) predominantly in EMEA.

The Senior Channel Marketing Executive is responsible for designing, executing, measuring and reporting (through-with) training channel marketing activities of learning products and solutions (courses, workshops, certification, etc). This role will also be deeply involved in the development of new marketing services/solutions provided to Training Centre Program members and supporting launches of subsequent new vendor training program launches and recruitment activities.

This role is predominantly office based with some travel and face to face customer contact required.

Key Personal Responsibilities

- Plan and oversee the channel marketing activities (to-through-with) mainly in EMEA.
- Create and execute channel marketing campaigns in order to grow the number of training partners and pursue aggressive growth targets through the training partners.
- Drive roll-out and implementation of product introductions both on- and offline, and combined GTM campaigns to ensure content and programs are aligned and available to support the launch; manage sales/channel training, partner communication, as well as plan PR and social media activities through channel press, newsletters, partner portal, toolkits, etc.
- Evaluate and report on the effectiveness of partner marketing activities.
- Partner Portal development and maintenance where enablement materials, news and other information will reside for partners.
- Create positive, sustainable and pro-active marketing relationships with top training partner accounts and assist with planning and coordination of training channel events and activities as needed with a focus on return on investment and impact.
- Contribute to the development of the partner materials, partner newsletter, webinars and digital sales toolkits.
- Manage, develop (co-branding when appropriate), and maintain the repository of the channel marketing assets.
- Develop and execute training channel communications and enablement initiatives.
- Promote best practise sharing of ideas and repurposing of marketing assets to benefit other regions/countries within the territory.
- Repurpose existing (vendor originated) messaging for training channel purposes (to-through).
- Work closely with all aspects of the business to gather product and channel insights.
- Work closely with the Marketing team, supporting brand development and experiential activities as well as supporting the development of the overall Company marketing strategy and marketing budget.
- To identify and share leads for other KnowledgePoint products and services with the Sales team.

General

- To ensure that all ActionPoints assigned to the Marketing team are investigated and completed within the agreed timescales, ensuring investigations are thorough and preventative measures are relevant and achievable.
- To meet agreed SLEs, and pro-actively communicate with other teams regarding scheduling/resource issues that will affect the delivery of SLEs.
- To ensure team morale and motivation is maintained to a high level at all times.
- To ensure that all processes relating to the absence and holiday procedures are completed efficiently and accurately.
- To provide full support to your work colleagues and Managers by undertaking any reasonable tasks requested.
- To uphold a positive attitude to your personal development and training.
- To use own initiative and creativity to promote improvement within the team.
- To ensure that all KnowledgePoint Marketing and Company procedures are followed and maintained effectively by yourself and all team members.
- To ensure that all personal and Marketing SLAs and objectives/targets are met.
- To maintain an efficient file management system.
- To ensure a high standard of housekeeping is maintained in all work areas.
- To work closely with the other teams and departments to improve processes and ensure our customers' needs are met, and promote team work in all areas of the business to help achieve common goals and targets.
- To actively support colleagues in their roles and develop strong relationships across the business.

Key Company Responsibilities

- To promote equality, diversity and Human Rights in working practices by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly, and contributing to developing equality of opportunity in working practices
- To ensure all work undertaken is in line with Data Protection requirements and a high degree of confidentiality is maintained at all times
- To ensure your behaviour complies with organisational values and principles and you work effectively to meet the demands of your role. Identify, implement and monitor development activities to enhance your own performance
- To make best use of technology in support of your role, ensuring correct operation and compliance with organisational and legal requirements
- To ensure welfare, health & safety standards and procedures are upheld and maintained at all times with regard to yourself and colleagues in line with organisational and legal requirements
- To understand and maintain ISO and IIP accreditations by ensuring compliance to relevant processes, standards and operating procedures
- To provide a reliable and consistent service ensuring customer's requirements are met at all times and to the highest standards