

Channel Marketing Specialist

BlueCat Networks, the IPAM Intelligence Company™ is a profitable and rapidly growing leading provider of enterprise-class IP Address Management (IPAM) platforms and secure DNS / DHCP network administration appliances. Our award-winning Proteus™ IPAM platforms and Adonis™ family of DNS/DHCP appliances are helping meet the rising IP management demands of small-medium enterprises, government, military, financial services, retail and manufacturing organizations worldwide.

Summary:

The Marketing Channel Specialist will be responsible for developing and implementing marketing programs and campaigns designed to increase product sales, brand exposure, and market share for various channels, partner relationships and customer cross-sell activities. A key responsibility will be to drive and execute the development of our reseller programs in unison with our worldwide sales channels teams. Candidate will also be responsible for the delivery of sales and marketing tools, content, website and promotions enabling sales to successfully promote company's products and services. The position reports to the VP of Marketing.

Duties and Responsibilities:

- Manage all channel driven marketing and sales projects including product positioning, pricing and promotions related to customer implementation and other projects to drive sales across all channel properties.
- Assist and support the development and implementation of business channel marketing plans by developing product content, packaged promotions, launch kit materials, direct mail, email, banner ads, online demos/videos, branch merchandise, branch educational materials, presentations, website copy, press releases, event planning, web analytics, call center scripts, etc. Serve as internal marketing liaison to the meetings department and other staff resources
- Assist with corporate communications activities through internal/external communications and systems, including channel marketing strategies and plans.
- Maintain relationships through ongoing contact or site visits with our key partners, teams and customers in joint go-to-market strategies and promotional planning.
- Prepare program collateral and manage partner and sales communications in order to make sure they are aware of requirements, promotional campaigns and training opportunities. Plan and negotiate partner launch marketing campaigns for new products and programs.
- Proactively develop offerings to be able to identify the right activities with the right partner.

Qualifications:

- Requires excellent written and verbal communications.
- Ability to effectively work under tight deadlines and manage projects and campaigns independently

- Strong sense of ownership
- Resourcefulness in solving problems
- Excellent people skills and an upbeat and enthusiastic attitude.
- Strong organizational skills and keen attention to detail.
- Strong computer skills
- Superior professionalism and judgment
- Strong work ethic
- Three or more years of experience in channel marketing
- A bachelor's degree in marketing, business, communications, or a related field is required.

We appreciate all applications, however, only those selected for an interview will be contacted.