



CAREER OPPORTUNITIES

Job Description: Channel Marketing Director

WELCOME TO PCI PAL

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. We are integrated and resold by some of the worlds' leading business communications vendors, as well as major payment service providers.

THE OPPORTUNITY:

As the Channel Marketing Director, this person will be responsible for driving the development and execution of marketing strategies and programs aimed at maximizing the performance of our channel partnerships. This role will work closely with cross-functional teams including Sales, Product Marketing, and the VP Partners and Alliances, along with collaborating with our channel partners to ensure alignment with the overall business objectives.

The Channel Marketing Director role is multi-faceted, encompassing strategic planning, partnership cultivation, campaign execution, and performance evaluation. This role will be instrumental in steering the company's channel marketing efforts toward success and growth.

YOU WILL BE RESPONSIBLE FOR:

Strategic collaboration:

- Building and nurturing strategic channel marketing relationships with our technology partners across our active regions: NA, UK, EMEA, ANZ.
- Working closely with internal key stakeholders to understand business goals and develop a channel marketing and investment strategy that aligns with company and partner objectives.

Campaign development and activity management:

- Orchestrating impactful, scalable, multi-channel campaigns that align with both parties' key messaging that fuel pipeline, accelerate bookings, and enhance partner recruitment and engagement.
- Forecasting and initiating contracts for key channel activities in line with the budget to maximize efforts within channel customer events, partner SKOs, and collaborative industry activity.

Resource and content development:

- Maintaining and developing tools and content for our channel partners including the management, evaluation, and expansion of the partner portal and resources.
- Continual development of partnership marketplace listing copy, content, and optimization to refine competitive solution offerings through our key partnerships.
- Collaborating with channel partners and Customer Success Team to secure collaborative case studies and testimonials across a variety of channels.

Partner enablement and growth:

- Working closely with Product Marketing, the VP Partners and Alliances, and the appropriate Channel Sales Directors to manage new partner onboarding, with a focus on optimum initial and ongoing enablement.
- Providing ongoing value to channel partners through further cross-selling initiatives, interactive workshops, and incentive opportunities in conjunction with VP Partners and Alliances and Channel Sales Directors.

Performance monitoring and optimization:

- Developing and executing channel marketing plans working with, to, and through partners and applying key performance indicators (KPIs) to assess the success of strategies, campaigns, and efforts.
- Providing regular reporting to company stakeholders to share data-driven insights that lead to knowledgeable decisions.



CAREER OPPORTUNITIES

YOU WILL HAVE:

- Minimum 5 years B2B marketing experience
- Industry and channel event management experience
- Ability to work in a fast-paced environment and execute multiple programs simultaneously
- A data driven approach to successful channel marketing execution
- Ability to liaise, plan, and execute partner marketing initiatives
- Proficient with campaign management, marketing automation, and use of Salesforce
- Have experience of and/or be comfortable working in a matrix organization
- Self-motivated, passionate, determined, strategically minded individual with a desire to overachieve.
- Excellent communication, analytical and presentation skills
- Attention to detail along with strong organisational skills, creative problem solving and innovative thinking
- High energy with a highly collaborative can-do attitude
- Desire to stay informed about industry trends, best practices, and emerging marketing technologies
- Ability to travel up to 15% for internal, partner, and industry activities

PREFERRED CAPABILITIES:

- Experience in the contact center or payments landscape
- Channel marketing background for a SaaS based organization
- Adobe Creative Cloud experience for modification of cobranded materials and deliverables
- Based in Eastern Time Zone for best global partner coverage

IN RETURN WE OFFER:

- 25 days PTO
- Additional day off on your birthday
- Medical, dental and optical insurance cover
- Work from home
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- "Work from anywhere" 2 weeks per year policy
- Reward, benefits and wellbeing hub (offering support, discounts, cashback and savings)
- Training and development opportunities
- Ad-hoc team events, incentives and competitions