



EVOLVE IP

POSITION DESCRIPTION STATEMENT (PDS)

Position title	Partner Marketing Manager
Position number	1.0
Functional Area	Sales & Marketing
Reports to	European Marketing Manager
Version	3.0
Date	29-2-2024
Language	English

POSITION SUMMARY:

The role of the Partner Marketing Manager is to help elevate the partner experience at Evolve IP. As a member of the marketing team, you will support the European Marketing Manager with the marketing strategy and work closely with the sales and solutions consultant teams to deliver new ways in which we can improve our partner experience at Evolve IP.

The Partner Marketing Manager's role is to bolster the partner experience by providing engaging content, developing campaign ideas, and nurturing partnerships with Evolve IP. The role will require you to work across departments and manage requests from the team with the support of the European Marketing Manager within realistic time frames, and meeting deadlines.

The role will require you to understand what great design looks like and how engaging copy works for our target audience. Capable of building design briefs and managing partner requests, with the support of the European Marketing Manager.

Evolve IP is looking for a creative-minded individual who sees themselves as a business-focused and driven team member who is keen to help develop and grow a fast-paced organisation.

With your previous marketing experience, this role will allow you to get creative. Taking on the challenge of further developing our partner support, allowing you to make your mark within the organisation.

PLACE IN THE ORGANISATION:

- Reports to the European Marketing Manager.
- Part of the EMEA Sales & Marketing Department

TASKS & RESPONSIBILITIES:

- **Support at Partner Strategic Meetings:**
Helping with furthering the partner services that we provide you will attend and support the emea marketing manager during partner meetings and help deliver strategic support to partners.
- **Campaign Management:**
Confident in bringing ideas to life, creating cross-platform campaigns, and working with the marketing team and outsourcing jobs where necessary.
- **Manage Training Content & Resources Effectively:**
Working closely with the team in ensuring the training platform and resources are available to all partners. Developing an all-in-one place for a partner to access and optimise their business communications.
- **Coordinate Effective Marketing Campaigns:**
Working with the European Marketing Manager you will support with delivering effective and engaging marketing campaigns for both partners and for Evolve IP
- **Manage Events & Workshops:**
Evolve IP has a busy events calendar, your role is to support this and further develop the events calendar for the EMEA.
- **Analyse Marketing Data:**
Using multiple platforms, we need to understand what is working and how we're progressing. You need to be able to confidently provide data to the team and support with strategic decisions or marketing.

5. COMPETENCES:

- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification when needed; Responds well to questions; Participates in meetings.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyses information skilfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understand organizations' strengths and weaknesses; Analyses market trends and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Judgement** - Displays willingness to make decision; Exhibits sound and accurate judgement; Supports and explains reasoning for decisions; Includes appropriate people in decision making process; Makes timely decisions; Able to work independently.
- **Team player**- listens and responds constructively to other team members' ideas, offers support for others' ideas and proposals: Is open with other team members about their concerns; Expresses disagreement constructively (e.g., by emphasizing points of agreement, suggesting alternatives that may be acceptable to the group); Reinforces team members for their contributions; Gives honest and constructive feedback to other team members; Provides assistance to others when they need it; Works for solutions that all team members can support; Shares their expertise with others; Seeks opportunities to work on teams as a means to develop experience, and knowledge; Provides assistance, information, or other support to others, to build or maintain relationships with them.

6. KNOWLEDGE & SKILLS:

- Bachelor's degree/work experience equivalent in marketing
- Preferably 3 - 5 year's experience in an equivalent position
- Digital Marketing Experience
- Knowledge of HubSpot or similar CRM
- Excellent visual communication skills
- Accuracy and attention to detail
- Exceptional creative flair and an innovative approach to all design projects
- MSOffice proficient
- Strong interpersonal, written, and oral communication skills
- Entrepreneurial mindset
- Able to work independently.
- Strong interpersonal skills
- Experience in working with Adobe and Design systems.
- High EQ level (Emotional Intelligence)
- Willingness to travel internationally.
- MS Office proficient

INDICATION OF SALARY:

35 – 40K

COMPANY OVERVIEW:

Evolve IP is one of the leading global unified communications service providers. We are a B2B organisation, providing IT resellers, industry-leading technologies that help further businesses' communication strategies. We are a global organisation with offices in the UK, Netherlands and the USA and have over 500,000 users across 53 different countries.

The Evolve IP team is agile and innovative. We work collaboratively, looking at how we can solve customer problems and ensure that we are easy to do business with. We provide our customers with solutions that work, built on our carrier-grade voice platform, created by our technical experts.

We are at a pivotal moment where we are expanding our reach as an EMEA business. The UK and Netherlands offices recently merged to become one team. We are working on an exciting new strategy of partner growth and are laser-focused on how we can further our reach as an EMEA business in the industry.

The organisation is at a stage of investing in growth and preparing for enterprise businesses to join us as a partner. This is an exciting time within the organisation and a great opportunity for those who join the team to make their mark.