

Job Description

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Job Title	Marketing Manager, DACH
Department	Marketing
Line Manager	Jayne Buchanan

The Company

Our mission, as Europe's fastest growing distributor of innovative unified comms, collaboration, and cloud solutions, is to make it easy for our channel partner customers to meet the needs of their end user customers by enabling the onboarding, deployment, and support of products, services, and solutions on behalf of top-class vendors.

The Team

The Nuvias UC Marketing team is a dynamic team that is responsible for supporting the sales function across the whole of the UK and Europe. The team works closely with vendors, Nuvias UC Vendor Managers and Sales to ensure marketing activities contribute proactively to the achievement of shared business objectives.

The Role

The DACH Marketing Manager reports into the Nuvias UC Marketing Director for EMEA, and takes responsibility for overall planning and execution of marketing activity both internally and externally for Nuvias UC in DACH. The DACH Marketing Manager should work to establish excellent relationships with key marketing contacts in vendors and channel partner customers in the region, and ensure a profitable marketing business is upheld focusing on a 10x ROI delivery, where relevant.

The role encompasses creative, analytical, digital, commercial, and administrative responsibilities. The DACH Marketing Manager will work closely with the EMEA Marketing Director, the UK-based Marketing team, and other regional marketing managers to align to the key strategic initiatives of the business and overall vendor plans to ensure growth of the business.

Job Specification

Key Tasks & Responsibilities

- a) Develop marketing plans for DACH in conjunction with the Nuvias UC Marketing Director and the UK-based Marketing team that align to the regional sales and marketing goals, including
 - a. General activity for DACH to underpin Nuvias UC overall messaging
 - b. Vendor focused marketing activity in coordination with relevant UK-based Marketing Executives, with a preference for multi-vendor campaigns
 - c. Marketing activity for DACH-only vendors (local campaigns)
 - d. Pre-requisites and key metrics for campaign success
 - e. Any 3rd party requirements and contracts
 - f. Any capital investment requirements
 - g. Financial budget required, including any capital investments, for approval by the Marketing Director
- b) Execute marketing plans.
- c) Drive demand generation across DACH, leveraging NetSuite for local (email) campaigns.
- d) Ensure tight integration with the UK-based marketing team and work closely with Nuvias UC Marketing Executives to ensure relevance of pan-European campaigns in the DACH market.
- e) Support and drive Nuvias UC channel partner recruitment marketing for DACH.
- f) Raise social media profile of Nuvias UC DACH and Nuvias UC in general.
- g) Build relationships with local press organisations where required, and track feature opportunities in DACH magazines (digital and print) and submit relevant articles for publication.
- h) Ensure thought leadership for DACH through translation and publication of existing English language blogs and/or creation of own blogs, and effective promotion of speaking engagements.
- i) Organise and drive effective participation in relevant Nuvias UC events.
- j) Provide support to sales teams regarding requests for bespoke marketing collateral in line with core initiatives set by the Marketing Director.
- k) Ensure campaign funding from DACH-only vendors covers all associated costs.
- l) Track ROI on all vendor marketing activity. Target return of 10x, where applicable
- m) Ensure DACH-only vendor expenditure is approved in advance by the Marketing Director and that both income & expenditure are recorded in the Financial Tracker.
- n) Provide campaign performance information for the Marketing Director to present at Monthly and Quarterly Business Reviews (MBRs and QBRs).

Admin Tasks

- a) Record functional and developmental objectives, and associated achievements, in StaffCircle.
- b) Record all sick days and holidays in StaffCircle

ASSESSMENT METRICS

Metrics and KPIs are designed to help the Marketing Team focus on revenue generating activities and to ensure we are seen as thought leaders.

Objectives will be set quarterly, by agreement between the Nuvias UC Marketing Director and the Marketing Manager, DACH.

Skills and Attributes

- Fluency in German and English, preferably a native German speaker
- Driven and self starter attitude
- Innovative and creative
- Not afraid to question the status quo
- Communication and interpersonal skills
- Commercial awareness and business acumen
- Strategic thinking
- Copywriting and design skills
- An eye for detail
- Analytical skills to evaluate marketing campaigns
- Flexible
- Time management
- Works well under pressure
- Team player
- Influencing and negotiation skills
- Skills in IT and social media

Here is what you will get back:

- ✚ A job with excellent prospects in one of the fastest growing companies of its kind.
- ✚ The reward of working with exciting vendors who offer great growth potential.
- ✚ A relaxed and fun, collaborative team working environment.
- ✚ Training on technology & vendor solutions as necessary.
- ✚ Fantastic company benefits