

Enterprise Marketing Manager - Anz

[Apply Now](#)

Company: Lenovo

Location: Sydney

Category: other-general

Description and Requirements Responsibilities: Developing B2B marketing strategies, tactics and plans to elevate Lenovo commercial branding and enhance thought leadership image in the B2B market. Aligned with GTAP team on driving ABM, leveraging marketing automation tools to nurture leads and joint customer events to strengthen Lenovo's presence in key industry events. Drive the quarterly planning cycle, budget allocation, QBR to align with GTAP team, ANZ GMs and ANZ segment leaders Attend and participate in all MBR and provide marketing input and advice Interlocking with AP segment marketing and function team to provide necessary guidance, tools & assets to support the ANZ marketing execution.

Elaborate joint marketing approach with Alliance Partners (Microsoft, Intel) at ANZ level. Plan and execute key events for customers in Enterprise and Education sector customers

Drive demand for Services & Solutions across Enterprise and Education segments Lead all strategic projects roll out in ANZ including Think WW campaign Align with other functions

(Customer Services, Supply Chain, Sales, etc.) to make marketing initiatives work and effective

Experience: 12+ years of experience in IT industry In-depth knowledge and

experience in latest marketing trends (at least 5 years) 8+ years in digital and online

marketing MS/Intel marketing development fund experience Work experience in PC/IT

industry Work experience in international companies Existing Marketing Leader

experienced in Commercial Marketing (B2B). Ideally Personal experience in New

digital/social marketing and traditional ATL/BTL. Ideally works in leading IT companies

Requirements: Self-Starter/Entrepreneurial Basic knowledge and genuine interest on PC+

products Business level English skills MS Excel and PowerPoint High-level logical thinking,

critical thinking Practical, flexible and result oriented mindset (no silo, no bureaucracy)

Personal network with Marketing experts in IT industry Additional Locations: * Australia -

New South Wales - Sydney * Australia - New South Wales - SYDNEY * Australia *

Australia - New South Wales * Australia - New South Wales - Sydney , * Australia -

New South Wales - SYDNEY

[Apply Now](#)

Cross References and Citations:

1. [Enterprise Marketing Manager - Anz Londonjobs Jobs SydneyLondonjobs ↗](#)
2. [Enterprise Marketing Manager - Anz Singaporejobs Jobs SydneySingaporejobs ↗](#)
3. [Enterprise Marketing Manager - Anz Findengineeringjobs Jobs Sydney Findengineeringjobs ↗](#)
4. [Enterprise Marketing Manager - Anz Veterinaryjobs Jobs SydneyVeterinaryjobs ↗](#)
5. [Enterprise Marketing Manager - Anz SearchaustralianjobsJobs Sydney Searchaustralianjobs ↗](#)
6. [Enterprise Marketing Manager - Anz Seouljobs Jobs SydneySeouljobs ↗](#)
7. [Enterprise Marketing Manager - Anz Fresherjobs Jobs SydneyFresherjobs ↗](#)
8. [Enterprise Marketing Manager - Anz UkjobopportunitiesJobs Sydney Ukjobopportunities ↗](#)
9. [Enterprise Marketing Manager - Anz Denmarkjobs Jobs SydneyDenmarkjobs ↗](#)
10. [Enterprise Marketing Manager - Anz MontrealjobsJobs SydneyMontrealjobs ↗](#)
11. [Enterprise Marketing Manager - Anz Thecareerjobs Jobs SydneyThecareerjobs ↗](#)
12. [Enterprise Marketing Manager - Anz Luxuryjobs Jobs SydneyLuxuryjobs ↗](#)
13. [Enterprise Marketing Manager - Anz Physicsjobs Jobs SydneyPhysicsjobs ↗](#)
14. [Enterprise Marketing Manager - Anz Ecommercejobopportunities Jobs Sydney Ecommercejobopportunities ↗](#)
15. [Enterprise Marketing Manager - Anz Devopsjobs Jobs SydneyDevopsjobs ↗](#)
16. [Enterprise Marketing Manager - Anz Botanyjobs Jobs SydneyBotanyjobs ↗](#)
17. [Enterprise Marketing Manager - Anz PolicejobsJobs SydneyPolicejobs ↗](#)

18. Enterprise Marketing Manager - Anz EntertainmentjobsnearmeJobs Sydney Entertainmentjobsnearme ↗
19. Enterprise marketing manager - anz Jobs Sydney ↗
20. AMP Version of Enterprise marketing manager - anz ↗
21. Enterprise marketing manager - anz Sydney Jobs ↗
22. Enterprise marketing manager - anz Jobs Sydney ↗
23. Enterprise marketing manager - anz Job Search ↗
24. Enterprise marketing manager - anz Search ↗
25. Enterprise marketing manager - anz Find Jobs ↗

Source: <https://au.expertini.com/jobs/job/enterprise-marketing-manager-anz-sydney-lenovo-2708-40297/>

Generated on: 2024-05-02 by Expertini.Com