

# Australia Jobs Expertini®

## Senior Channel Marketing Manager II - APJ (based in Singapore or Australia)

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Company: Infoblox

Location: Sydney

Category: other-general

It's an exciting time to be at Infoblox. Named a Top 25 Cyber Security Company by The Software Report and one of Inc. magazine's Best Workplaces for 2020, Infoblox is the leader in cloud-first networking and security services. Our solutions empower organizations to take full advantage of the cloud to deliver network experiences that are inherently simple, scalable, and reliable for everyone. Infoblox customers are among the largest enterprises in the world and include 70% of the Fortune 500, and our success depends on bright, energetic, talented people who share a passion for building the next generation of networking technologies—and having fun along the way. We are looking for a Senior Channel Marketing Manager II in Australia or Singapore to join our APJ Marketing team, reporting to the Senior Manager, Global Channel Marketing. In this role, you will drive marketing campaigns across the region with and through key Infoblox partners. You will build and regionalize channel marketing programs to activate our APJ partner community to support and scale partner-led demand generation as part of the wider APJ Channel Marketing strategy. In this role, you will be part of a close-knit team of channel marketers who are equal parts creative, data-driven, and passionate, but you will also be part of the larger Field Marketing team which is an important part of our global Marketing organization. If you enjoy an environment where you have the freedom to experiment and continuously test new ideas, this is the opportunity for you! What you'll do: Develop new and nurture existing partner marketer relationships in a select number of focus partners and regional distributors Develop partner marketing plans with vision and strategy and drive demand generation programs through and with partners Measure, analyze, and report on channel

pipeline building activities to understand the contribution to pipeline health, and to evaluate marketing effectiveness/return on investment

Partner with the Product Marketing in alignment with the Sr. Channel Marketing Manager to support the development of channel strategies for new product launches

Partner with the customer advocacy team to grow the pipeline of public customer references for APJ via the channel

Work with the regional Channel Sales Leader and local Channel Account Managers and Field Marketing to drive partner marketing engagement and enablement and utilization of marketing tools i.e. Zift adoption

Develop knowledge of your partners' organizations, business structure, and how they measure success

What you'll bring: 10+ years of technology channel marketing experience, with a minimum of five years in enterprise security or networking across multiple APJ markets

Proven success in developing and executing channel marketing plans aligned to KPIs and marketing contribution

Expertise in a wide variety of demand-generation tactics including digital, and social

Knowledge of partner success management and channel marketing tools, such as Zift

Strong influencing and diplomacy skills – proven ability to get buy-in across a variety of internal and external stakeholders

Ability to work effectively with all levels of management and across functional disciplines

Excellent communication skills, influencing skills, and the ability to present at internal and external meetings and events

What success looks like: After six months, you will...

Align with the regional Channel team on key priorities and develop effective relationships with key partners

Build and drive compelling joint marketing activities with focus APJ partners and distributors to drive lead generation and pipeline programs

Collaborate with Field Marketing and Channel Sales to manage APJ partner projects, region and partner-specific strategies, including support/participation in local shows and events, serving as the business product and program expert

After about a year, you will be...

Executing against your strategic marketing plan for the Channel business in the region

Achieving business objectives regarding demand generation and pipeline with and through your reseller and distribution partners

Leveraging your partner business knowledge and relationships to consistently drive high-performance programs

We've got you covered: Our holistic benefits package includes coverage of your health, wealth, and wellness—as well as a great work environment, employee programs, and company culture. We offer a competitive salary and benefits package, and generous paid time off to help you balance your life. We have a strong culture and live our values every day—we believe in transparency, curiosity, respect, and above all, having fun while delighting our customers.

Why Infoblox? We've created a culture that embraces diversity, equity, and

inclusion and rewards innovation, curiosity, and creativity. We achieve remarkable results by working together in a supportive environment that focuses on continuous learning and embraces change. So, whether you're a software engineer, marketing manager, customer care pro, or product specialist, you belong here, where you will have the opportunity to grow and develop your career. Check out what it's like to be a Bloxer. We think you'll be excited to join our team. #LI-KL2

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