

## Smb & Channel Marketing Manager - Anz

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Company: Lenovo

Location: Sydney

Category: other-general

Description and Requirements Responsibilities: Develop and implement key programs to generate demand and build brand awareness in SMB and the channel partner community Manage and drive co-marketing demand generation initiatives and marketing communication plans with business partners 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 SMB customers and business partners 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 SMB and channel marketing in the IT industry Strong background on an understanding of channel/partner landscape and ecosystem in the IT industry Deep understanding of functional aspects of campaign management and technical administration through marketing automation tools; knowledge of Marketing Automation, CRM and Digital tools will be an added advantage. 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 (channel structure, etc.) 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:  
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