

## JOB DESCRIPTION

Job Title	<b>Partner Marketing Manager (UK Based)</b>
Reports To	VP Marketing
Responsible For	N/A

### Purpose

To support and accelerate company growth this role will be a partner-facing marketer helping drive value from our ever-growing portfolio of [strategic channel partners](#) and [AI platform partners](#).

Reporting to the VP Marketing in the UK, this role will be varied and challenging and require a broad spectrum of marketing and relationship building skills and experience.

### Responsibilities

- Proactive creation and maintenance of strong 2-way relationships with key marketing contacts of all AI platform and key channel partners
- Regular liaison and collaboration with Blackford Marketing, Product, Sales and Partnership colleagues to ensure joined up thinking and activity
- Proactive ideation and creation of relevant marketing campaigns, events and other relevant activities to leverage partner benefits/ROI to Blackford direct and channel customers
- Creation, maintenance and promotion of partner related marketing material/activities
- Day to day management of marketing systems including Hubspot CRM and marketing automation
- Attendance and support of partners at key industry events
- Partner-related social media updates
- Website development/maintenance of partner related pages
- Identification of market trends and key opportunities for marketing activity
- Comply with information security requirements as detailed in the Information Security manual

### Competencies

Specialist job related knowledge and/or qualifications

Essential:

- Multiple years' experience in a customer/partner facing marketing role - you must be comfortable building and maintaining relationships and working collaboratively to identify collaborative marketing opportunities with our partners and customers
- Ability and gravitas to liaise with senior people across partner organisations
- Expertise of ideating and generating interesting content, PR and social media to build brand equity and support lead generation
- Expertise in collecting and analysing metrics and market insights to inform messaging and content activity and reporting upon successes
- Comfortable working collaboratively and cross functionally with internal and external partner teams in the US, UK & Europe
- Strong project management skills with exceptional attention to detail

	<ul style="list-style-type: none"><li>• Willingness and ability to travel internationally to support industry events</li></ul> <p>Desirable:</p> <ul style="list-style-type: none"><li>• Experience working in the MedTech industry is a major bonus but not essential</li><li>• HubSpot experience a plus</li></ul>
Job related skills / behaviour	<ul style="list-style-type: none"><li>• Collaborative</li><li>• Confident</li><li>• Proactive</li><li>• Self-motivated</li><li>• Analytical</li><li>• Creative</li><li>• Adaptable</li><li>• Commercially savvy</li></ul>