



## Title

Marketing Specialist, Partner Channel Marketing

## About the Role

In this collaborative role, you will be tasked with aligning with our Channel Partner sales team to successfully execute Redpoint's internal and external partner marketing strategies. You will be responsible for maintaining and updating our Partner Portal, working with partners to drive revenue, providing partners with branding and sales enablement content, and other tasks associated with building a best-in-class partner marketing program.

Success in this role will be determined by your ability to increase awareness for Redpoint's solutions within our channel partners as well as how successfully you have contributed to revenue growth from this channel.

This role is offered initially as a contract role, with the possibility to convert it to a permanent, full-time role at the conclusion of the contract period.

Please submit resumes to [resumes@redpointglobal.com](mailto:resumes@redpointglobal.com).

## Role Description

- **Educate:** Prepare and distribute marketing communications related to our value proposition that provide ongoing education and reinforcement to Redpoint's partners
- **Sales Enablement:** Utilize Redpoint's partner portal to share sales enablement materials that will assist our partners be more successful when promoting and selling Redpoint's solutions
- **Campaign Management:** Work with select partners to execute co-branded campaigns that drive awareness and consideration amongst our channel partners' target audience(s)
- **Content development:** Work with Redpoint's content teams to repurpose and create (when necessary) content assets that convey the desired partner marketing message
- **Vendor Management:** Source new vendors (when necessary) and manage relationships with existing vendors by advocating for Redpoint's needs
- **Partner Portal Management:** Manage Redpoint's partner portal and ensure it is successfully utilized by our channel partners
- **Communication Management:** Review and approve social media posts that contain Redpoint-created content that partners wish to post to their own social media channels
- **Brand guidelines:** Prepare, distribute, and enforce brand guidelines with partner-specific branding.

## Requirements

- Minimum of 4-7 years of partner marketing experience, ideally for a B2B software company
- Demonstrable ability to learn and communicate complex product value propositions
- Very strong attention to detail and project management skills
- Bachelor's degree in marketing, business, or a related field

**About Redpoint Global**

Redpoint Global's software solutions empower brands to transform how customer experience is delivered. Our solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust Redpoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. Visit [www.redpointglobal.com](http://www.redpointglobal.com) to learn more.