

Partner Marketing Manager

Hey!

We are Social Links, a global OSINT company with headquarters in the US. Our company develops AI-based products that empower organizations to conduct effective investigations and achieve a range of goals using open sources.

We are actively growing. And we have big ambitions. Our current goal is to become a \$1B unicorn company by 2025 while building an international OSINT community.

Ideal candidate:

- Understands WW and regional competitive landscape.
- Identifies trends in partner and competitor activity to anticipate long-term needs as well as potential risks in order to propose appropriate creative marketing solutions as needed.
- Uses advanced data research to find customer and competitive insights that are not self-evident and that inform scenarios and/or marketing strategy.

As a Partner Marketing Manager you will be responsible for:

Business Operational Excellence (30%):

- Develop and land a Regional marketing strategy aligned with Head of Partnership and region partner BDMs priorities, and ROI monitoring, in support of the sales strategy.
- Help land and execute key marketing campaigns with our Partners to drive sales across our product portfolio.
- Developing and implementing strategic partnerships with other companies to promote Social Links products and create new joint business lines.

Marketing Excellence and Execution (70%):

- Oversee the design and implementation of our Partner marketing plans at the regional level to ensure business impact is maximized in a fully compliant manner.
- Creating and managing partner marketing plan designed to build brand awareness and generate sales pipeline.
- Identify and drive regional partner-specific marketing opportunities.
- Lead programmatic definition of highly targeted investments and campaigns, working closely with partner to help execute, sharing best practices and successful strategies.

Track leads generated from partner events:

- Act as the main interface between the partnership and marketing teams;
- Actively promote partner engagement by planning and producing awareness activities such as content, events and campaigns;
- Work with partner managers to create quarterly partner plans that generate market awareness and drive opportunities with and through the channel;
- Review and refine partner pages and materials on website and partner portal;
- Evaluate the performance of partner marketing campaigns/events and recommend improvements
- Assist with partner sales enablement.

Why people choose us:

- Our position in the market is very stable: we have a loyal and reliable client base and steady finances. So it's just onward and upward!
- Every member has the chance to influence the team's decisions and activities
- Complex challenges and rapid growth within the company are guaranteed

- And of course, you will be joining a team of young and talented people who want to make this world a better and safer place