

## Job Title Partnerships Marketing Executive

The Partnerships Marketing Executive sits within the Partnerships side of the marketing team and reports directly into the Partnerships Marketing Manager. The Partnership Marketing team takes the lead in Boston's marketing collaborations with its partners to deliver effective, joined up marketing campaigns that deliver tangible ROI to our partners.

The Partnership Marketing Executive will be responsible for working in parallel with their counterpart in the General Marketing team to help build on the company's marketing vision and strategy and help to align that strategy with the objectives of our partners. With plenty of room for growth within the role you will learn our industry, vendors and solutions to develop and implement comprehensive product launch plans that includes products, services and test drives.

You will be a fast learner who isn't afraid to hit the ground running and work proactively. We're a fast-paced business, which means that the marketing department is often required to work simultaneously across a number of projects. Attention to detail and the ability to effectively organise priorities and workflows will be critical.

## The Role Requirement:

Reporting to the Partnerships Marketing Manager, the **Partnership Marketing Executive** will fulfil the following key functions:-

- Support the Partnerships Marketing Manager in the delivery of product marketing activity through the Boston channels in line with the group wide strategy
- Produce supporting documentation, including but not limited to description sheets, data sheets, product/solution photography, blogs and sales presentations
- Work with the Technology team to define specifications, features, user benefits and design elements of products
- Ensure all details for products are correct across all channels
- Work with partners to ensure new releases are communicated
- Work with Design Team to ensure latest collateral is being used
- Create & organise all materials to support the products in market, such as demo videos
- Create Partner reports providing insight on impact and effectiveness of campaigns
- Support the Partnerships Marketing Manager to ensure all Marketing Development Funding is properly claimed
- Work in collaboration with the General Marketing Executive to align partner and general marketing activity and develop Boston's Owned media channels

## The Skills and / or Experience Required:

- An interest in computer hardware/IT
- Willingness to learn whilst hitting the ground running
- Graduate/College leaver with at least 4 months' work experience and/or a placement year in industry
- Passion for technology and innovation, motivated by the end-to-end process

- Creative writer, comfortable editing marketing material
- High attention to detail
- Computer literate, competent user of MS suite
- Personable and confident
- Excellent verbal and written communication skills

#### Skills Not required but beneficial

- SEO Experience
- Competent in HTML
- Social Media Management for Business
- Video/Graphics editing

*Last Reviewed 23/09/2021*