



EVOLVE IP

POSITION DESCRIPTION STATEMENT (PDS)

Position title	Partner Marketing Executive
Position number	1.0
Functional Area	Sales & Marketing
Reports to	European Marketing Manager
Version	3.0
Date	29-2-2024
Language	English

POSITION SUMMARY:

The role of the Partner Marketing Executive here at Evolve IP is to help build and further develop the brand and Evolve IP's position within the cloud communications industry. As a member of the marketing team, you will support the European Marketing Manager with the marketing strategy work closely with the sales team in elevating the service that we provide.

The Partner Marketing Executive is there to help make a positive impact on prospects that Evolve IP brings into the organisation by creating and delivering resources and quality content across multiple platforms. Helping to grow our existing audience base.

The Partner Marketing Executive's role is very versatile and will allow you to work across platforms and further develop your skill set in project management, campaign development, and content creation and will challenge your communication skills both internally and externally.

Evolve IP is looking for someone with a good understanding of what effective marketing looks like. Someone with a creative flare and confidence to take on challenges and present ideas independently. Evolve IP is an agile business so you will need to be comfortable with multitasking, managing frequent deadlines, and the ability to comfortably work with new ideas that come your way. The tech industry is fast-moving, and we are looking for someone comfortable and confident to work with a fast-thinking team.

The Partner Marketing Executive is an opportunity for anyone who is starting in the marketing profession and looking for a career that presents them with the opportunity to make their mark and the ability to develop their skills and work within a growing sector.

PLACE IN THE ORGANISATION:

- Reports to the European Marketing Manager.
- Part of the EMEA Sales & Marketing Department

TASKS & RESPONSIBILITIES:

- **Asset Creation & Management**
Developing partner resources for the website and supporting account management – videos, blog posts, email content, guides, solution slides.
- **Website Management & Optimisation**
Reviewing landing pages and working with developers to optimize the website.
- **Email Writing & Design**
Newsletters, dedicated email campaigns and workflows
- **Webinar Coordination & Schedule Management**
Manage, create & run monthly webinars for EMEA partners internally: answering frequently asked questions, sharing knowledge and launching new products.
- **Event Support**
Evolve IP hosts and attends a range of exhibitions and awards ceremonies throughout the year.
- **Partner Surveys**
A quarterly survey to all EMEA partners. Gaining feedback and generating a report for the team to use and improve our services.
- **Social Media Management**
Create engaging content for our social media channels.
- **Merchandise Management**
Ensure designs are correct and items are ordered on time for events and sufficiently manage stock for the sales team.
- **Campaign Assistance**
Support EMEA Marketing Manager with executing campaigns and maintain momentum with content and ensuring series of content continue throughout the year.
- **Reporting**
Generate reports with the EMEA Marketing Manager around our digital activities.
- **Content Calendar**
Support the EMEA Marketing Manager to ensure communications are going out on time and support campaigns, events, and promotions effectively across all channels, social, email etc.
- **Internal Comms**
Supporting the EMEA Marketing Manager by working with HR and office staff in ensuring company culture is shared and celebrated on email and social media. Improving employer branding to help attract the right investors and the best talent.

COMPETENCES:

- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification when needed; Responds well to questions; Participates in meetings.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyses information skilfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understand organizations' strengths and weaknesses; Analyses market trends and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Judgement** - Displays willingness to make decision; Exhibits sound and accurate judgement; Supports and explains reasoning for decisions; Includes appropriate people in decision making process; Makes timely decisions; Able to work independently.
- **Team player**- listens and responds constructively to other team members' ideas, offers support for others' ideas and proposals: Is open with other team members about their concerns; Expresses disagreement constructively (e.g., by emphasizing points of agreement, suggesting alternatives that may be acceptable to the group); Reinforces team members for their contributions; Gives honest and constructive feedback to other team members; Provides assistance to others when they need it; Works for solutions that all team members can support; Shares their expertise with others; Seeks opportunities to work on teams as a means to develop experience, and knowledge; Provides assistance, information, or other support to others, to build or maintain relationships with them.

KNOWLEDGE & SKILLS:

- Bachelor's degree or equivalent level of knowledge in the field of marketing.
- Preferably 1 to 2 years' experience in an equivalent position
- Online marketing knowledge
- Knowledge of CMS (Website)
- Knowledge of marketing tools
- Excellent visual communication skills
- Accuracy and attention to detail
- Exceptional creative flair and an innovative approach to all design projects
- Knowledge of Adobe Creative Suite and or Canva

- MSOffice proficient

INDICATION OF SALARY:

- 25 – 30K

COMPANY INFORMATION:

Evolve IP is one of the leading global unified communications service providers. We are a B2B organisation, providing IT resellers, and industry-leading technologies that help further businesses' communication strategies. We are a global organisation with offices in the UK, Netherlands and the USA and have over 500,000 users across 53 different countries.

The Evolve IP team is agile and innovative. We work collaboratively, looking at how we can solve customer problems and ensure that we are easy to do business with. We provide our customers with solutions that work, built on our carrier-grade voice platform, created by our technical experts.

We are at a pivotal moment where we are expanding our reach as an EMEA business. The UK and Netherlands offices recently merged to become one team. We are working on an exciting new strategy of partner growth and are laser-focused on how we can further our reach as an EMEA business in the industry.

The organisation is at a stage of investing in growth and preparing for enterprise businesses to join us as a partner. This is an exciting time within the organisation and a great opportunity for those who join the team to make their mark.