

## **SiteLock Needs A Channel Marketing Specialist**

SiteLock is the Global Leader in business website security and is the **only** web security solution to offer complete, cloud-based website protection. We find and fix threats, prevent future attacks, accelerate website performance and meet PCI compliance standards for businesses of all sizes (basically like Batman if Gotham City was the internet). Our mission is to protect every website on the internet (yes, we know that's a colossal goal, but we are THAT good), that's why we need talented people like yourself to join our ever-growing team!

### **That's Nice, But What's The Job?**

As the Channel Marketing Specialist, you will work with the Marketing Manager in developing, understanding and executing within the business models for SiteLock channels and partners. Key performance indicators will focus on the ability to positively impact the sales funnel and influence partner adoption and revenue growth. But more specifically...

- Develop quarterly marketing strategies and plans with the Channel team to achieve business goals
- Assist Channel Team and Partners with the execution of SiteLock marketing campaigns and programs as needed with the goal of making partners self-sufficient in executing a marketing strategy
- Act as the Marketing "Subject Matter Expert" while coordinating efforts with Partners, Marketing, Channel Sales and Inside Sales
- Provide tracking, measurement and reporting on the metrics of the channel marketing programs
- Develop annual marketing calendar and quarterly review process and dashboards for key partners
- Leverage existing CRM/marketing automation tools to execute campaigns that meet and exceed demand generation goals
- Provide local support for events and coordinate SiteLock resources as needed
- Provide leadership on Inside Sales and Field requirements for integration with marketing campaigns
- Integrates and executes on product positioning and messaging that differentiates new and existing products and services in the market.
- Assist with content creation (e.g. data sheets, infographics, solution briefs, white papers, user guides, web tutorials, web content, presentations, sales documentation, product videos, website copy, blog posts, release announcements) to articulate the benefits of the products and services.
- Works on the launch of new related products and releases and supports successful cross-functional implementation of the plan.
- Understand buyers of the product, how they buy and their buying criteria to help execute a robust Channel plan, material development and partner pull-through.

### **What Are We Looking For?**

- 3+ years of channel marketing experience
- Proven ability to onboard and enable partners

- Must have excellent presentation & communications skills in person, phone and in electronic format
- Must understand selling models for Hosting, Agencies, VARs, MSPs, SIs, and Telcos
- Has experience in solution selling with partners
- Must be proficient in Microsoft business tools, and other communication tools
- Experience in Sugar CRM and Google Apps and Analytics a plus
- Exhibits a positive attitude and winning mentality
- Ability to work as a team and individually
- A customer-centric view with a passion for gaining customer insights and translating insights into strategies and executions
- Excellent written, presentation and verbal communication skills, including the ability to communicate complex concepts clearly and simply
- Collaborative, flexible, and open mindset.
- Bachelor's degree in Business, Marketing, Public Relations, Journalism or a related field; MBA preferred.

#### **Nice To Haves**

- Bachelor's degree in Business, Marketing, Public Relations, Journalism or a related field; MBA

#### **Anything else? Absolutely.**

SiteLock was recently awarded the Best of Cool award for our great culture by BestCompaniesAZ and are one of the Best Places to Work as awarded by Arizona Business Journal. Essentially, we offer a relaxed, friendly, fun and upbeat environment since we work here too! SiteLock is also the Fastest Growing Software Company in Arizona two years in a row per Deloitte's Fast 500, and we aren't slowing down anytime soon!

#### **So What About The Perks? Perks Matter.**

- **Medical, Dental and Vision.** SiteLock pays a nice chunk of your premiums to keep the cost as low as possible for our employees.
- **15 days of PTO and 7 paid Holidays.** Because who doesn't love time off?
- **Benefits like 401(k), company paid life insurance, short and long-term disability.**
- **Casual Dress.** Come dressed in jeans (you'll fit right in with the rest of us).
- **Free Food.** Yeah, you heard that right! To make Mondays feel less like Monday, breakfast is provided and to make Fridays even better, lunch is catered in.
- **Game Room.** Gimme a break – no, not a Kit Kat ad but we do have a ping-pong table, shuffle board and PlayStation if you ever need a break in your day.
- **Wellness Program.** We want our employees to be the best versions of themselves. That's why we offer a Wellness Program that includes an in-house Fitness coach, back massages, allergy testing, biometric screenings and much more!

- **Growth opportunities.** When we grow... our people grow! Our plan is to double in size by 2021. In order to do that, we need to develop our team members and foster their knowledge in cyber security and business.