

## Sitelock Needs a Partner Marketing Enablement Manager

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?

The Partner Marketing Manager is responsible for executing on a strategy to achieve partner leadership driving revenue for SiteLock products and services. You will be responsible for all partner marketing, onboarding, enablement, and driving marketing events for SiteLock and our Partners. You'll develop and define partner onboarding, campaigns, and KPIs to measure Partners progress. You will also assist with product messaging for SiteLock products and services specific to Partner marketing needs. In this role, you will work with cross-functional teams such as Product, Engineering, Customers Service and Sales, to drive product marketing initiatives needed to launch and reposition programs for growth at scale.

- Grow SiteLock business by helping partners successfully build/grow their security business by leveraging SiteLock products.
- Develop and leverage repeatable Partner Onboarding and Partner Enablement programs that include:
  - Joint marketing campaigns, brand awareness, demand gen, and live events
- Collaborate with SiteLock cross-functional team members to develop plans and execute tactics for joint marketing programs and activities that educate target markets, generate prospects and ultimately drive pipeline and revenue.
- Collaborate with SiteLock Channel team to develop integrated marketing activities globally.
- Develop and maintain marketing programs, conduct regular planning calls, communicate plans and results, and secure cross-functional approval and support.
- Guide delivery of all joint marketing components including content, creative, assets, and offers.
- Implement metrics for tracking the results and effectiveness of each program and its activities.
- Monitor, interpret and report plan performance and provide strategic direction and guidance based on analysis of results.
- Manage partner and product marketing material strategy, research, creation, and deployment
- Represent our company at events and run our booth
- Ensure all projects are on budget

### What Are We Looking For?

- 3-5+ years of partner marketing experience
- Understanding of SAAS B2B and B2C marketing
- Direct B2B Sales Experiences
- Strong written and verbal communication skills
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties

- Proven problem-solving skills
- Consistent, able to ensure unified messaging across all channels
- Bachelor's Degree in Business or Marketing

### **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).
- **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.