



Alliance and Marketing Manager

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

We accomplish this with incredible people. People are the most important part of our business, and as the Marketing and Alliance Manager you will be spearheading out efforts to communicate with the world and Salesforce about the company through writing, relationship development and advocating. At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stake-holders, and our customers.

What we are looking for

- Alliance management experience
- Outbound and inbound marketing experience
- A strong understanding of the Salesforce brand and ecosystem
- Strong written and verbal skills
- Track record of working on and off a team to accomplish goals
- 5+ years of general experience in alliance management
- BA/BS or equivalent experience, in Marketing or Business
- Ability to work in the United States

What You Will Be Doing

Alliance Management

- Be LE's primary point of contact for Salesforce – managing PAM, and other partners for anything marketing related, joint campaigns, training and certifications
- Help craft and deliver our top-level message to Salesforce in accordance with our business plan.
- Ensure adequate lead generation
- Ensure proper ACV credit for ListEngage Accounts
- Partner Portal Management
- App Exchange Management
- Ensure LE maintains Silver status, responsible for partner scoring.
- Manage team certification status working with Director of customer success

Marketing

- Develop, enhance and build ListEngage's Salesforce brand
- Create and deliver Salesforce communication strategy for all Key Stakeholders
- Develop and execute a Marketing strategy relevant to our alliance channels



-
- Event selection, and management. related to event selection and decision if we should speak, own or host a booth or table, including Dreamforce
 - Oversee and/or develop all marketing content to include: Whitepapers, blog posts, SF facing material, customer facing material, vertical specific material
 - Manage AE communications
 - Publish Monthly “Key Wins” and success stories newsletter.
 - Manage the process to achieve Awards (i.e. Innovation Awards, etc).

If you're interested, so are we! Send your resume our way, and we'll contact you for a phone interview.

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.