

Purpose

This is a very exciting opportunity to work with one of the biggest and most recognisable brands in the world. The Apple Marketing Manager will be responsible for the planning and execution of marketing campaigns with one of XMA's most strategic end-user compute vendors. This role will involve the creative planning and end-to-end execution of marketing campaigns, as well as reporting on the successes of your campaigns to both XMA and Apple stakeholders. You will also play an integral part of a growing and talented in-house marketing team, where you can develop your marketing skills and develop strategic marketing plans with your peers.

Roles and responsibilities

- Build and manage the relationship with one of XMA's most valued partners
- Confidently and passionately pitch quarterly marketing campaigns to both Apple and XMA stakeholders
- Closely manage a six-figure budget per annum, and drive ROI from Apple and XMA's marketing investments
- Create marketing campaigns that are aligned with XMA's business objectives
- Be confident in reporting ROI and measuring campaign successes on an ongoing basis
- Continuously research and develop your understanding of the public sector so your campaigns are relevant & can resonate with the latest market trends
- Work closely with our sales force and senior leadership team to understand their priorities and challenges each quarter, and develop solutions as to how marketing can support their Business Unit objectives
- Work with and support the wider marketing team to deliver activity through both online and offline channels
- Be reactive to new product releases by delivering marketing communications as efficiently as possible

Skills and Experience required for this role

Essential

- Minimum of 4 years' experience in a dedicated marketing role
- Confidence in pitching marketing plans and conversing with senior level executives
- Strong project management skills and ability to multi-task
- Can perform well under pressure and meet tight deadlines
- Excellent attention to detail
- Excellent at building strong professional relationships
- Strong experience in delivering end-to-end marketing campaigns, with a proven track record of strong ROI

- Experience in reporting ROI and performing campaign analysis is essential
- Ability to be creative and 'think outside the box'
- Can work independently and is confident in using own initiative
- Excellent written and verbal communication skills
- Strong copy-writing skills
- Experience in delivering multiple marketing campaigns across online and offline channels
- Budget management skills
- A good team player, willing to go above and beyond to support the wider marketing team

Desirable

- Experience in using Dotmailer and a CRM platform
- Experience in WordPress
- B2B Marketing Experience
- Experience in IT/Technology sector or the Public Sector would be advantageous