

SALESFORCE CHANNEL MARKETING MANAGER

Mogli Technologies delivers impeccable Salesforce apps and implementation services to domestic and international businesses, educational institutions, and nonprofits. Our systems are easy to use and have robust functionality. Our fantastic client services & success team has won the loyalty of clients around the world. We are a growing and high trust team focused on accelerating the organizations we serve with great tech, services, and support.

We're looking for a Channel Marketing Manager to join our team. Your role is to extend our reach and awareness within targeted Salesforce teams (typically AE/SE roles) and Salesforce-focused SI/ISV partner channels to drive Mogli SMS referrals. You will be responsible for building the marketing plan to drive new partner-led business pipeline for Mogli. With a strong focus on marketing to and with Salesforce and SI/ISV Partners, the function creates and runs the marketing calendar for the product, including awareness and education programs to Salesforce sellers, joint marketing programs with Salesforce (digital and field) and works with our marketing team to build the plan around ecosystem events. You will work closely with the Mogli Alliances and Product Management team to build strong relationships and educate key contacts inside the Salesforce sales.

What we hold sacred around here:

Trust. We authentically extend trust in our relationships and all that we do. We seek to create a culture where you will thrive, have the autonomy to do your best work, and serve clients the way you have always wanted.

Hustle. We are a driven group of individuals who are happiest in motion. We take pride in delivering exceptional experiences for our clients and do so without the burden of bureaucracy to slow us down.

Empathy. We listen. I mean, **really** listen to each other and to our clients. We are invested in setting people up to succeed, and when there are challenges, we will stay with you until things have been resolved.

Generous Tenacity. We are driven and results-focused, but towards a higher purpose. Instead of serving our own interests, we are wired to serve others. Drive without purpose and intention isn't our gig.

Some traits we're looking for from you:

- Enthusiastic, creative, and productive personality to represent Mogli (product, culture, and team) within the Salesforce and its related partner ecosystem
- An organized individual who will split time working closely with a partner relationship success of an SI/ISV partner channel manager and a Salesforce AE/SE alliance manager.
- The ability to build strong relationships with Salesforce' Partner and Product marketing teams globally to get visibility on sponsorship and collaboration opportunities. Build the plans to make the most out of these programs, and execute on them with our partner team and the rest of the marketing team.
- Coordinate one-off and ongoing marketing initiatives with SI/ISV partners, including co-marketing campaigns, webinars, whitepapers, sponsorships, and events.
- Manage appropriate website pages, blogs, and socials regarding Mogli's partner programs
- Leverage Hubspot, Salesforce, and social marketing to create, manage and track the success of any marketing campaigns, website landing pages, blogs, etc
- Be a team player and help fellow marketing team members in general Mogli marketing initiatives on occasion.

What your day to day looks like:

- Coordinate with Mogli leadership, partner, and marketing team members to execute and internal or externally facing priorities related to building a successful channel marketing program
- Join Mogli partner/alliance managers to join create, execute and maintain relevant marketing programs
- Partner with SI/ISV partner marketing team members to build and execute a shared marketing program
- Plan, coordinate, and engage around partner marketing activities at any events and sponsorship programs (Dreamforce, regional events, shared partner events, etc.)
- Manage systems (Hubspot & Salesforce) to ensure optimal marketing touches to keep leads and referrals warm and engaged.

What you bring to the table:

- 3-5 years of experience working in partner marketing or demand generation marketing within a B2B software/SaaS company
- Experience in integrated marketing campaign planning
- Experience creating content 'to and with' partners
- Proven ability to develop great partner-related content, including sales decks, videos, presentations, infographics, web pages, etc.
- Event planning and management experience, including private and trade events
- Knowledge of lead management and pipeline development processes and reporting
- Experience with Salesforce as a partner
- People person skilled in developing relationships across an ecosystem
- Experience in the Salesforce ecosystem is a strong plus

Here are some other qualities we really hope you have (but aren't deal-breakers for the right person).

- Experience working with education, nonprofit, and financial services organizations
- Experience marketing for a Salesforce SI or ISV within the Salesforce ecosystem
- Experience using Hubspot for marketing

Salary and Benefits

- \$75-110K, dependent upon experience
- Complete Medical, Vision and Dental insurance, fully covered by Mogli
- Matching 401k plan
- Time off: 15 days PTO, 7 US Public Federal Holidays, 6 paid sick days; option to utilize floating holidays
- Base pay and bonus incentives for productivity milestones set by management

Please submit a cover letter and resume to jobs@mogli.com.