

Partner Marketing Executive – Managed Services

LOCATION: Hemel Hempstead/ Hybrid



About the role:

We're looking for a proactive and forward-thinking **Partner Marketing Executive - Managed Services** to join our growing marketing team.

In this role, you'll be at the heart of our Managed Services marketing - building and executing impactful marketing initiatives to Education, Public Sector, Commercial and Not for Profits sectors to drive go-to-market success.

You'll collaborate closely with our Sales, Go To Market, Business Development and central Digital Marketing Team to develop multi-touch marketing programmes to generate leads and support revenue growth.

You will also build strong relationships with global tech giants - such as Microsoft, Adobe, Apple and Sophos to develop joint campaigns, hold joint events and position us as experts and thought leaders in the Managed Services space.

If you want the opportunity to grow and develop your own skills and be involved in the whole marketing lifecycle – from execution through to analysing the results within a vibrant, innovative and fun Marketing team, then this is the role for you.

You will be responsible for:

- Executing the marketing strategy for our Managed Services division, translating business goals into powerful marketing plans.
- Collaborate cross-functionally with Sales, Go-To-Market and Business Development teams to ensure marketing efforts are fully aligned and focused on driving revenue.
- Develop and execute integrated campaigns across on and offline channels, using marketing tactics such as content creation, social, landing pages, webinars and events to generate leads and support the sales pipeline.
- Increase digital footprint - drive performance for Managed Services website and vendor landing pages - optimising SEO and run Paid and Google Ads campaigns.
- Align with wider teams and customers to manage the development and promotion of digital and video case studies.
- Responsible for briefing the centralised Digital Marketing team on the timely delivery of campaign assets and event materials.
- Manage budgets, agency relationships and leverage partner portals to deliver high-impact campaigns on time and on target.
- Leverage and manage MDF (Market Development Funds) with our technology partners.
- Track, measure, and report on campaign performance—using insights to continuously optimise results.
- Collaborate closely with our centralised digital marketing function.

Key Skills:

- Proven experience in a Partner Marketing environment, ideally within the tech or IT sector.
- A strategic thinker who can balance big-picture planning with managing hands-on execution.
- Demonstrable experience in executing successful multi-touch campaigns that generate leads and ROI.
- Knowledge of the online and offline marketing mix.
- Strong project management and organisational skills and confidence in handling multiple partner campaigns simultaneously.
- Experience with MDF planning, tracking and ROI analysis.
- Excellent communication skills with the ability to influence and collaborate across teams and partners.
- A results-focused mindset with a solid understanding of marketing metrics and KPIs.
- Ability to work in a fast-paced and ever-changing marketing environment

Desirable skills:

- B2B marketing experience, with a strong preference in IT, ideally within campaign management and execution
- Knowledge of maintaining websites, building SEO and keywords as well as Paid Social activities.
- Strong verbal and written communication skills with the ability to collaborate with key stakeholders and create compelling content.
- Knowledge of using marketing automation and CRM platforms.

Why Academia?

Academia is an innovative and rapidly expanding technology company on a mission to transform IT services for large public and private sector customers. We're not just a supplier; we're a trusted partner for thousands of clients.

Our ethos is simple, if we can provide great technology and make it work, we will empower our customers to optimise their investment in technology. Your IT success is our business.

Building a strong reputation over 20 years as a top-tier provider of IT solutions and services, the company has sustained double-digit growth, with revenues exceeding £150 million in FY24. We have picked up prestigious industry awards along the way, including the highly prized CRN reseller of the year award.

Backed by Strive Capital, which has provided strong financial and strategic support since 2020, Academia is well-equipped to continue expanding into new areas. Our dedicated lifecycle division, launched to meet the growing demand for sustainable IT solutions, reinforces our commitment to reducing environmental impact while supporting the full lifecycle of our technology.

Our culture is built on teamwork, innovation, integrity, ambition, and a commitment to delivering excellent customer service. With ambitious growth plans and a supportive, collaborative environment, Academia is a fantastic place for professionals eager to make an impact. Join us and become part of one of the UK's most exciting tech success stories.

Benefits

- Gym membership contribution
- Health Cash Plan
- Increased annual leave with length of service
- Free annual leave on your birthday
- Length of service bonus
- Flexible working hours
- Hybrid working
- Free Will Writing service
- Borrow my doggie membership
- Life Insurance
- Wellbeing Days
- ... And much more!