

**Channel Marketing Executive**

**Location:** Sydney

**Duration:** Permanent

**Position Purpose:** Develop efficient, timely and effective integrated marketing communications programs that support Westcon Group and Vendor objectives.

**Position Summary:**

Support the sales growth of Westcon Group product lines through the successful planning, implementation and measurement of vendor marketing campaigns;

Be the primary point of contact for vendor marketing activities;

On a quarterly basis develop integrated marketing programs that create awareness; generate demand and/or educate the channel all in support of Westcon Group and vendor and objectives;

Be the marketing 'champion' in communicating marketing programs to internal sales team, resellers and prospects, as well as vendor representatives;

Project management of all communications materials created by the advertising agency or internal team to ensure professionalism, corporate governance, consistency of design and content, and effectiveness;

Set up systems for tracking, measuring and reporting on the effectiveness of your vendor marketing efforts;

Ensure that marketing programs are delivered on time and within budget;

Obtain all necessary approvals for marketing activities via vendor co-op tools and internal processes.