

Marketing Manager – Americas at Canonical

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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We deliver open source to the world faster, more securely and more cost effectively than any other company. If you're interested in a career at Canonical, we are a remote-first company so please apply to any suitable role as skills are valued more than location, despite some having a preferred geographic preference.

What your day will look like

Develop and execute go-to-market strategy for certain industries within the Americas region

Set relevant KPIs for lead generation, demand generation and brand awareness campaigns; monitor and improve them on a regular basis

Build organic and paid campaigns from scratch including crafting strong messaging, and creating visual assets for emails, social media and paid ads in line with canonical's brand look & feel

Own webinars and regional offline events at all stages from planning to execution including holistic pre- and post-event/webinar strategies, webinar set up, streaming

Work with the CRM Team to attract, convert, engage and communicate with new and existing audiences

Be fully responsible for the regional budget planning and execution constantly monitoring and adjusting it accordingly

Collaborate extensively with regional Sales teams to get their insights and implement them to the regional marketing strategy

We expect members of the Canonical marketing team to be excellent communicators who are at ease working with a complex mix of engineers, product managers, sales representatives and executives.

Read more about the marketing team

What we are looking for in you

Experience in B2B marketing for enterprise IT products, SaaS experience...

Experience working with the Americas market including the US, Canada and Latin America preferred

Excellent academic results, with Bachelor's or equivalent in Business, Marketing, or STEM

Excellent verbal, written, presentation skills in English

Hands-on mindset and ability to test various marketing assumptions attributing to scaling the most efficient ways of achieving positive marketing results

Growth mindset – enthusiasm for challenges and work ethic with a 'can do' attitude

Objectivity and openness to others' views while continuously building a positive team spirit

Proven ability to prioritise and meet deadlines without sacrificing quality

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