

Careers @ CheckPoint Consulting

Requisition Title: Manager - Marketing Evangelist

Date: May 3rd, 2011

Location: Chicago, IL, US

Job Title: Marketing Manager – Application Services

Requisition Number: M13

Practice: All

Area of Interest: Application Services, Oracle / Hyperion, Information Technology, Finance, Business Intelligence, Reporting, Marketing, Partner Management

State: Open (IL, MI, NY)

City: Open (Chicago, Detroit, New York)

Description:

Are you a marketing professional looking to apply your craft at a fast paced focused implementation services provider? Then we want you at Checkpoint LLC consulting, we provide complete performance management implementation services, and we are currently seeking a Marketing Manager to help shape, elevate, and promote our brand across the nation.

As a CheckPoint evangelist, you will help promote our elegant solutions and how we assist clients by helping them drive the right performance management capabilities.

Responsibilities:

This hands-on position requires considerable experience the Oracle partner ecosystem. Also this position is responsible for increasing revenue through identifying, recruiting and developing opportunity generating and leveraging partnerships with Partners. Ensure demand generation marketing efforts and mutual business planning with oracle/other partners. Some of the key responsibilities for the position are as follows:

- Relationship Management – developing strong top to bottom relationships throughout the partner organization, ensuring partner compliance with the oracle Partner Program and fostering working relationship between the CheckPoint team and the partner sales / technical teams. Ensure appropriate representation in sales meeting, partner sessions and with the Partner web site.

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- Coordinate CP events (Webcasts, Seminars, Client Meet/Greets) – coordinate, schedule, and setup appropriate client-facing events. Includes coordination of venue, invitations, and follow up, attendance driving and post-event follow ups.
- Conference coordination – help to identify appropriate industry seminars/conferences to attend and coordinate CheckPoint role within each.
- Marketing/Demand Generation – Identifies, in conjunction with Oracle and Partners new sales opportunities leveraging marketing funds when necessary. Manage channel marketing funds to ensure event and partner success.
- Foster sales engagements between Strategic Partner sales force and CheckPoint
- Special Projects/Reporting - working on strategic initiatives as established by channel management and reporting business issues/opportunities as requested by executive management
- Leverage all CheckPoint’s resources to maximize opportunities with Strategic Partner
- Identifies new sales opportunities with current channel partners and oracle
- Develop regional activities with Oracle and Partners
- Manage and execute quarterly marketing budget to support account strategy
- Develop relationships with new channel partners
- Create and execute awareness and training programs for Checkpoint Resources
- Collateral / Web Site – assist in developing and maintaining appropriate marketing collateral, web site, marketing “give-aways”, etc.
- Overall presence and branding – assist in continuing to develop CheckPoint brand, image and presence in the overall EPM market.
- Other similar duties as appropriate and directed

Perform other related duties as assigned **Qualifications:**

- BA in Marketing or Business
- 5+ years experience in technology sales in a channel environment
- 1+ years experience in Oracle Partner environment
- Experience in marketing in a technology organization (including traditional, mobile and social media)
- Background in services sales with large System Integrators or Oracle Implementation providers
- Proven track record of success in sales and marketing programs
- Experience negotiating OEM and Partner contracts
- In-depth knowledge of Oracle Strategic Partner organization, processes and internal operations
- Strong and current internal network within Oracle Partner Network
- Strong presentation skills and ability to articulate complex technology simply
- Ability to operate Microsoft applications such as Outlook, PowerPoint, Word and Excel
- Ability to travel

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CheckPoint offers a unique and comprehensive compensation / benefits package, including a generous bonus package.

No phone calls or agencies please.

Nearest Major Market: Chicago

Job Keywords: Marketing, Partner, OPN, Social Media, Oracle, Hyperion, Business Intelligence, Reporting, Dashboarding, Ad-hoc, Customer Service, Data, ERP, Accounting, Finance, Financial, Performance Management, Services, Technology, Implementation, Data Integration.