

Marketing Systems Manager

Close Partners (UK) Limited, Thame, Oxon.

Company Overview

Target Market

Tier 2/3 ICT B2B Product and Solution Vendors

Market Need

Lower risk, lower cost, more flexible sales and marketing models - that can generate shareholder value - in a maturing industry - experiencing persistently difficult trading conditions - and inexorably reducing gross margins.

Our Value Proposition

We help our clients to design, build and operate new sales and marketing models. In the 'new world' these models are often essential to replace existing, unprofitable or ineffective models.

Or they are developed to grow and enter new markets that, using traditional approaches, would be too risky or expensive to address.

We provide both Component Services and Integrated Solutions throughout Europe - out of Business Development Centres in UK (Thame), Belgium (Mechelen) and Germany (Manheim).

Component Services

When operating in 'component mode', we are supplementing our client's organic capability with essential know-how, services, resources and systems. These can be provided on a flexible, project, 'as required' basis – or on the basis of a long-term 'co-sourcing' arrangement.

- Strategic Consulting and Business Development Program Management
- Business Development Process Outsourcing
- Interim/Project Field Business Development Resources
- Business Development Systems Infrastructure

Integrated Solutions

When operating in fully 'integrated mode', we aim to act as a 'virtual subsidiary' – focusing an appropriate mix of 'component services' on driving revenues and profitability for a specific product and/or market - with a far lower risk profile than traditional organic approaches – and with far more commitment than that of traditional distributors whose value add tends to be in fulfillment for established products - rather than new business development.

This positioning is yet to be fully reflected in our web site: www.closepartners.com. The site does, however, provide useful additional information including client references.

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Background

This is the first key appointment within the new UK Business Development Centre in Thame, - reporting to Chief Executive – Paul Henry.

The role is central to the successful execution of the strategy outlined above. It is responsible for the development, management and integration of two key 'components':

Business Development Process Outsourcing

This will include all call/contact centre activities such as telemarketing, e-marketing, telesales and market research – through a mix of internal resources and third party outsourcers. These activities will be underpinned by the -

Business Development Systems Infrastructure

We have selected Relayware from Foundation Network (www.foundation-network.com) as the software platform for all our business activities. The development and management of our systems infrastructure (which will also serve our own business development activities) is a critical success factor in securing our profitability and a great ROI for our clients.

Candidate Profile

- 5+ years' ICT industry experience
- Strong Marketing Program/Process Management experience – ideally in relation to both mature and immature B2B software products
- Experience of external service provision (i.e. with consultancy, agency, outsourcer etc.)
- Experience of managing and integrating external suppliers
- Strong (web) systems development and management experience
- Experienced in development, negotiation and management of SLAs
- Achieved high levels of client service while maintaining profitability goals
- Strong intellect
- High Energy
- Innovative
- Organised
- Sense of humour

Contact

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