



Channel Marketing Manager for Bluebeam Software

Bluebeam Software is an energetic growing company that develops PDF software solutions designed for architecture, engineering and construction firms. We are looking for a motivated team player with **3-4 years of marketing experience**--preferably for a software/hardware/technology company--to join our tight-knit team in Pasadena, California.

The position of Channel Marketing Manager will bridge between two internal teams, Marketing and Channel Sales, and will report directly to the VP of Global Marketing.

Primary Responsibilities:

- Develop strong relationships with Marketing Managers at partner companies and work with them to effectively market our software products through their channel
- Research and evaluate marketing opportunities, proposals and costs and present a marketing plan for each partner to the VP of Global Marketing
- Determine message for each marketing campaign, write copy and contribute ideas to the design development of each marketing piece
- Track all marketing expenses and performance data for every campaign
- Update partner website and share new ideas for website content
- Create and distribute a monthly email newsletter to the partner channel and distribute product or program announcements
- Plan reseller marketing events including office visits, training sessions, and sponsorship of annual conferences
- Create, manage and plan reseller incentive programs

Requirements:

- 3-4 years of marketing experience that includes planning marketing campaigns, monitoring budgets, tracking performance and calculating ROI. Some marketing experience in a software/hardware/technology company preferred.
- Ability to travel occasionally for meetings or events.
- Professional, yet creative, writing and editing skills and strong understanding of correct grammar.
- Strong computer skills including Microsoft Word, Excel, PowerPoint and the aptitude to learn how to use and promote Bluebeam Software.
- Must be extremely organized, able to handle multiple projects at once, able to meet deadlines, and move projects forward with little supervision.
- Must work well in a collaborative team environment, develop a positive rapport with team members and partners, and contribute creative ideas to the entire team.
- Must have a strong work ethic, demonstrate emotional maturity and sound judgment.
- Must have a desire to join a young, growing company with a fun, dedicated and innovative culture and put forth the necessary effort to accomplish personal, team and company goals.
- Bachelor's degree required.

Bluebeam offers a competitive salary as well as an annual incentive bonus based on performance. Our excellent benefits package includes medical, dental, disability, and life insurance, 401k, and paid time off.

If you think you are good match for the Bluebeam team, please send the following to work@bluebeam.com :

- ✓ Cover Letter
- ✓ Resume
- ✓ Describe a marketing campaign on which you are proud to have worked. What was your role and why does it stand out in your mind?

About Bluebeam:

Bluebeam Software develops smart, simple PDF creation, markup and editing software for paperless workflows. Our award-winning products are used by the world's top architecture, engineering and construction firms, as well as government agencies. We also have a strong following among tablet PC users, students and educators, accountants and even lawyers. Our company is an open, creative environment in which we work hard and have a great time in the process. If you have a strong work ethic and undying desire to make things your own, then Bluebeam just might be the right place for you, too. Learn more about us at www.bluebeam.com.

Learn more about what it is like to work at Bluebeam by watching our recruitment video:
http://www.bluebeam.com/web07/us/company/bluebeam_recruitment.html?keepThis=true&TB_iframe=true&height=530&width=848

****We are seeking local candidates only. Unfortunately, relocation will not be provided.**