

## Marketing Manager Digital Champion - Remote

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Company: Akamai

Location: Poland

Category: other-general

**Would you like to drive new customer growth marketing through digital?**

**Do you enjoy collaborating across teams to exceed goals and have a direct contribution to the business?**

**Join our Global Enterprise Security Group Marketing team!**

This team is a data-driven team responsible for designing and executing marketing programs that drive new revenue. Our team provides an opportunity to utilize cutting-edge marketing tools and data insights to build pipeline.

### **Partner with the best**

The Digital Champion is a key member of the Enterprise Security Group (ESG) Field Marketing Team, collaborating closely with the larger, but separate, Global Digital Team. You will understand the marketing funnel, B2B sales cycles, and B2B marketing, technologies, and analytics. This is for someone who loves working cross-functionally to create a detail-oriented strategy to educate and excite.

As an ESG Digital Champion, you will be responsible for:

Understanding Akamai's go-to-market strategy for ESG.

Working with a global team to create, expand, and accelerate sales opportunities through digital marketing.

Briefing our external digital agency partner on budget and activation strategy.

Collaborating with specialist or regional field and content marketers, SDRs, and sales leaders to deliver programs and drive engagement.

Communicating all marketing plans, activities, and program results to stakeholders on a regular basis.

Sharing strategic insights sales and marketing leaders about how to optimize go-to-market efforts.

### **Do what you love**

To be successful in this role you will:

Have relevant experience delivering and expanding sales pipeline through digital marketing programs.

Possess solid understanding of digital marketing, incl. paid social, paid display, email, webinars, content syndication and SFDC.

Have good understanding of building target audiences using intent data.

Have excellent analytical skills and be data-driven thinking.

Demonstrate the ability to multitask, adapt and thrive within a busy environment.

Have prior working experience in B2B tech industry.

### **Work in a way that works for you**

FlexBase, Akamai's Global Flexible Working Program, is based on the principles that are helping us create the best workplace in the world. When our colleagues said that flexible working was important to them, we listened. We also know flexible working is important to many of the incredible people considering joining Akamai. FlexBase, gives 95% of employees the choice to work from their home, their office, or both (in the country advertised). This permanent workplace flexibility program is consistent and fair globally, to help us find incredible talent, virtually anywhere. We are happy to discuss working options for this role and encourage you to speak with your recruiter in more detail when you apply.

what makes Akamai a great place to work

Connect with us on social and see what life at Akamai is like!

**We power and protect life online, by solving the toughest challenges, together.**

At Akamai, we're curious, innovative, collaborative and tenacious. We celebrate diversity of thought and we hold an unwavering belief that we can make a meaningful difference.

Our teams use their global perspectives to put customers at the forefront of everything they do, so if you are people-centric, you'll thrive here.

### **Working for you**

At Akamai, we will provide you with opportunities to grow, flourish, and achieve great things. Our benefit options are designed to meet your individual needs for today and in the future. We provide benefits surrounding all aspects of your life:

Your health

Your finances

Your family

Your time at work

Your time pursuing other endeavors

Our benefit plan options are designed to meet your individual needs and budget, both today and in the future.

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