

# B2B PARTNER MARKETING EXPERT

**Toulouse, Permanent contract, full time, Start date : ASAP**

## Delair

Delair is one of the world's most experienced provider of drone-based solutions combining its high performance, long range UAV hardware with sophisticated AI-based analytics technology and professional services. We enable enterprises to monitor and digitize their physical assets from the air and turn the collected data into valuable business insights. Our solutions are used globally by customers in industries such as utilities, construction, agriculture, transportation, mining and oil & gas.

By joining Delair, you will participate in what is broadly recognized as the biggest technological paradigm shift of our generation: the digitization of the physical world. The combination of drones, Cloud-based services, AI (Artificial Intelligence) and Machine Learning, makes Delair a pioneer and leader in shaping tomorrow's technology landscape. It is in technical excellence and perpetual innovation that we recognize ourselves. This is why we encourage pioneering ideas and incent our teams to develop their creativity.

As a young, energetic and highly motivated team, we work in a stimulating and pleasant working environment. Dedication and innovation are rewarding and rewarded, giving you a unique opportunity to gain valuable and challenging experience in a rapidly growing business with passionate and easy-going enthusiastic people.

## Job description

The B2B Partner Marketing Expert will be part of the Marketing team and will report directly to the Chief Marketing Officer.

As a drone hardware, software and consulting company, Delair depends on the successful collaboration with a wide range of drone ecosystem companies. This partner ecosystem consists primarily of:

- 70+ Delair drone hardware distributors spread over all continents
- Drone hardware technology partners
- Drone software providers
- Data platform partners (IoT, ERP, Satellite data providers, etc.)

We are looking for a B2B Partner Marketing Expert to scale our global partner marketing programs by defining and implementing a wide range of programs, with the goal of:

- Producing partner education and marketing content such as: presentations, and customer success stories,
- Plan and execute regular partner mass communications that may include: newsletters, webinars, social posts, partner portal updates, advocate marketing updates, direct mail and other tactics to inform partners of solution updates, promotions, joint marketing resources, education,
- Plan and execute strategic partner marketing campaigns that generate partner sourced leads and revenue,

- Work with the events team to drive partner engagement at in-person events through sponsorship, content, and promotion. Including Delair specific partner events.
- Implement merchandizing programs and related loyalty programs
- Work closely with the partner account team to strengthen partnerships and go-to-market execution, including the search for and on-boarding of new partners

You are excited to hit the ground running and work collaboratively to build successful long-term relationships that produce partner sourced leads and revenue.

## Required Skills

We are looking for a skilled and experienced individual, but also a great team player who will work closely with the rest of the Marketing team and other colleagues in the global Delair organization.

Required skills:

- Years of experience with B2B marketing, ideally with partner marketing programs
- Broad marketing skills including lead generation and events
- Dynamic, creative and willing to take on challenges and cope with a large workload in a very agile business
- Good knowledge and experience with digital marketing tools
- B2B SaaS marketing experience is preferred
- Excellent written and verbal communication skills
- Fluent in English, additional languages are a plus

