



Position: Channel Marketing Specialist - Tokyo

Location: Japan, Tokyo

Job Description

We are seeking a Channel Marketing Manager/Specialist as a key player in driving partner marketing initiatives and programs for Japan. This position works collaboratively across the marketing organization and closely with channel sales to understand revenue goals and objectives and translates those goals into measurable marketing KPIs.

This person will be responsible for developing partners and managing channel enablement programs to grow our channel business. In addition, this position will communicate and collaborate with Japan channel sales and APAC Channel teams to drive successful regional programs and events.

Responsibilities:

- Build a strong relationship with Sales Leadership to understand where marketing efforts can be best utilized to help drive channel business.
- Play a key role in helping strategic channel partners develop quarterly marketing strategies and plans designed to drive demand and pipeline.
- Assist partners with the execution of Fortinet marketing campaigns as needed to make partners self-sufficient in executing a marketing strategy.
- Promote Fortinet's global certification to partners, such as NSE and Specializations.
- Manage localization of global tools and resources for supporting Japanese partners best utilizing them.
- Provide Partners with guidance on Fortinet tools, content, and assets available for their use as part of the Fortinet marketing campaigns.
- Develop & manage regional channel budget and allocate and set marketing goals and objectives for strategic partners based on ROI opportunity and partner performance.
- Execute end-to-end virtual and in-person Fortinet-led event logistics (partner conferences, webinars, trade shows, etc.). Provide onsite event support as required.
- Distribute and roll out corporate initiatives for successful field & channel execution.
- Collaborate with the Field Marketing and Product Marketing teams to develop and execute other marketing campaigns as required.
- Support Distributors and Resellers with incoming requests.

Requirements:

- Must have strong distribution/channel marketing experience in IT.
- Proven ability to build strong relationships with partners.
- Proven expertise in marketing planning and execution.
- Strong project management capabilities.
- Working knowledge of Salesforce.com, marketing automation tool (Eloqua, etc.), webinar tool (ON24, Zoom, GoToWebinar, etc.) are desired.

- Positive attitude, strong work ethic, and ability to work towards strict deadlines.
- Self-starter, high communication skills, and team working capabilities.
- MSSP and Cloud business knowledge is a plus.
- Fluent in English.

Fortinet is an Equal Opportunity employer.

We will only notify shortlisted candidates.

Fortinet will not entertain any unsolicited resumes, please refrain from sending them to any Fortinet employees or Fortinet email aliases. Should any Agency submit any resumes to Fortinet, these resumes if considered, will be assumed to have been given by the Agency free of any related fees/charges.

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