

Position Information

Role	European Channel Marketing Manager
Reporting To	Global Marketing Director
Job Location	London

Masternaut Overview

We are a market leader in a high-growth, competitive technology industry. We created the field of vehicle telematics 20 years ago, and have maintained a leadership role in industry. Following a period of transformation and repositioning, Masternaut has launched an important growth strategy covering go-to-market, product, and a significant investment in talent.

We deliver an IoT solution which is invaluable to our customers in managing and optimising their fixed and mobile assets. The IoT solution includes high performance SaaS platforms, and a family of embedded devices which are installed in assets and vehicles to provide real-time telemetry data feeds. The solution helps our clients drive significant operational improvements: reducing fuel consumption, increasing vehicle utilisation (which reduces the number of vehicles on the road), and improving the safety and productivity of their staff. In 2018, our clients reduced fuel consumption by 90 million litres and avoided the release of 230 million kg of CO₂ into the atmosphere.

Within the rapidly expanding area of the Internet of Things (IoT), telematics is one of the most mature products with proven commercial application, delivering 3x to 5x ROI for our customers. We are a market leader in this developing industry with huge potential for positive impact on our communities. The adoption of telematics in commercial vehicles is still below 10% globally and growing rapidly.

We are backed by growth equity investors Summit Partners and Fleetcor Technologies.

Masternaut at a glance: 20 years in commercial vehicle telematics, 10,000+ customers, 300+ employees across Europe, €50m revenue.

Opportunity

Are you excited about using the power of marketing to spark growth throughout Europe?

Masternaut is the telematics market leader in the UK and France, and we are now investing to strengthen our presence throughout Europe – immediately in Spain, Portugal and Italy, and soon thereafter in Germany, Benelux and the Nordics. Masternaut has supported a loyal customer base in these countries for years, largely working through distributors and channel partners, and it's now time to accelerate our growth.

We are looking for an experienced, multilingual marketing manager to work with our channel sales team and our distributors to deliver attention-grabbing and compelling marketing that is localised and relevant. You will partner with in-country agencies to develop original marketing inspired by our corporate brand and corporate campaigns – with a particular emphasis on new product launches, event planning and partner enablement.

We expect you to have excellent marketing instincts, strong project management skills and attention to detail. Experience in marketing at a multinational company is strongly

preferred.

This position will be based in London, reporting to the Global Marketing Director.

Key Responsibilities

- Develop and lead European channel marketing programme – including working with Global Marketing Director to define and prioritise support / resources to a range of channel / distribution partners
- Work with channel sales and distributors to define a marketing calendar within budget and aligned with corporate priorities
- Identify and liaise with in-country marketing agencies to deliver localised and compelling marketing activities
- Support campaign planning and execution – particularly for new product launches and local events
- Manage localisation (and adaptation to partner needs) of corporate marketing materials, including selling materials, print collateral, case studies, videos, product marketing, etc.
- Represent the “voice of the customer” for different regions within the marketing team and provide management updates (including metrics) on marketing performance
- Provide marketing support (including materials to pitch to partners) to channel sales as we further grow our network of channel / distributor partners
- Coordinate European marketing needs with marketing colleagues, including brand / corporate communications, digital marketing and marketing analytics

Qualifications, Experience and Skills

- 4+ years of marketing experience, ideally working across markets at a multinational company
- University degree, ideally with a focus on communication or marketing
- Fluency in English, with professional fluency in at least one other European language, preferably Spanish, Italian or German
- Strong project management skills and experience collaborating across functions
- Independent self-starter who is output-oriented and delivers results efficiently
- Creative with a love of beautiful, clear communication
- Strong understanding of how marketing / communication needs vary across different cultures
- Interest in the tech sector and B2B a plus
- Experience with Google G Suite templates a plus
- Up to 10% travel required

Our Philosophy on Talent

With a Silicon Valley-like focus on building a high-growth, scalable technology business, we are looking for top talent that fits with our ambitious and fast-paced culture. When recruiting, we look for ambition, entrepreneurial spirit, demonstrated discipline in execution, and the potential for growth. In return, we offer a dynamic environment with like-minded team members, positioned in an exciting industry with great opportunities for professional growth.

We are fundamental believers that having the right people is critical to our success: attracting, developing, and retaining talent will always be a core focus at Masternaut.