

Holm Marcher & Co.

Project Manager for Strategic Alliance, Capture One

On behalf of Capture One we are looking for a proactive Project Manager with an eye for the detail to successfully manage Strategic Alliance activities with Capture One's strategic partnerships while ensuring high quality and excellent planning throughout the process.

About Capture One/Phase One

Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. The company is a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications.

From this Phase One has developed Capture One, the award-winning professional choice in image editing software. The software offers fast and powerful RAW conversion, image editing and asset management. Capture One is the no compromise choice in image editing software. Capture One's offices is based in Copenhagen, Denmark, where they embrace the high demand of Scandinavian design excellence. They are dedicated to deliver the best image quality and user experience, and through their commitment to serve and support worldwide customers, they now have offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, as well as expert teams of global partners.

They aim to deliver nothing less than the best solutions for all their customers, and to give them an extraordinary experience with Phase One/Capture One. To strengthen Capture One's development and positive momentum within the industry, they are now looking for a well-structured and ambitious Project Manager to play a central role throughout the entire project lifecycle.

The position as Project Manager is placed in the Strategic Alliance team, who is in charge of global relationship with OEM partners which includes large camera manufactures. Strategic Alliance provide a valued complementary product to the alliance partner, where collaboration is the win / win proposition for both Capture One and the alliance partners.

To do this effectively the team works closely globally with Capture One's partner's sale, marketing, & product team, and align and collaborate with the internal marketing, commercial and channel sales team.

The position

As a Project Manager your prime responsibility will be management for end-to-end successful promotions and events done in collaboration with the Senior Manager, Strategic Alliance. In addition, it will be your job to execute the strategic alliance marketing strategy, business-value proposition and campaigns towards strategic alliance partners in cooperation with internal stakeholders. You will take part in creating integrated campaign plans to maximize partner/Capture One revenue potential. Moreover, you will liaise with campaign managers, affiliate manager, commercial & marketing team to always create value for COP brand products & strategic alliance partner.

With direct reference to the Sr Manager, Strategic Alliance, you will become a key driver when it comes to creative new ways of adding value to our Alliance partnerships.

You will work both strategic and operational – creating and coordinating marketing excellence towards alliance partners that will increase awareness and grow sales. You are one of the first to take an active role to get the things done.

Among other responsibilities are:

- In close collaboration with the Marketing Team, coordinate digital initiatives such as creation of blogposts, social media activities, ads, newsletters etc. targeted to alliance partners to generate and nurture leads and to develop partners through online media
- Maximize ROI on future activities by measuring and optimizing marketing campaigns and promotion performance

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- Development & Implementation of training for sales & partner ambassador to further spread COP value in to the channel, in collaboration with internal stakeholder
- Development and implementation of Marketing campaigns towards alliance partners and adaptation for each subsidiary
- Definition and monitoring of actions towards alliance partners such as e-mailing, events, channel partnerships
- Day to day project management and coordination tasks

It is preferably that you have experience with some of the following: sales enablement tools & content, systems (partner portal), co-branding campaigns, sell-in materials, lead generation campaigns, call-out, email campaigns, though leadership content, product trials, co-brand events/sponsorships.

Your Profile

As the ideal candidate you have 3+ years of working experience in project management within sales focused and digital environment. You have experience with gathering and documenting project requirements and specifications, and to allocate work within and between project teams based on the given nature and complexity of the tasks.

As a person you are highly structured, flexible, and you are good at ensuring campaign deadlines are met in busy periods. You are easy to work with and you have positive mind-set, a can-do attitude and always focused on delivering the best possible outcome despite any challenges that may arise. Since you will be managing several projects at the same time, you are an organized person who can keep a sense of perspective while showing great attention for detail. In addition, you possess excellent interpersonal, verbal and written communication skills and an exceptional level of motivation, time management, multi-tasking, and campaign coordination skills. Moreover, you find it motivating to work across teams, and you possess strong skills of working efficiently with teams as well as on your own.

Interested?

If you want to know more about the position, you are welcome to contact Anne-Sofie Majlund at tel. +45 2859 9878 or mail: asm@holmmarcher.dk