



Be part of our interconnection story.



DE-CIX (German Commercial Internet Exchange) is the world's leading Internet Exchange operator and since its inception it has had a decisive influence on shaping the guiding principles of the present and future Internet in various leading global bodies. At our locations in Europe, Africa, North America, the Middle East, and Asia, we work at the heart of the Internet. For almost 30 years, our interconnection services have contributed to the creation of new digital ecosystems worldwide and have prepared people, businesses, and organizations for the coming decades of digital evolution. The DE-CIX Internet Exchange in Frankfurt (Germany) is one of the largest in the world. For more information, please visit www.de-cix.net.

We are now looking for a committed person for **Frankfurt** or **Cologne**

Senior Partner & Channel Marketing Manager (f/m/d)

Our Offer

As our Senior Partner & Channel Marketing Manager, you drive partner and channel marketing globally with a strong focus on Europe (Nordics, DACH, Benelux). You will report to the Global Head of Marketing and work very closely with Channel Sales, as well as Digital Marketing and Product Marketing.

Your responsibilities:

- Develop and execute partner & channel marketing plans for key regions (Nordics, DACH, Benelux) aligned with our global marketing strategy.
- Plan and run joint co-marketing activities with partners (campaigns, webinars, events, content, digital initiatives) to generate awareness and pipeline.
- Support the build-up of a scalable partner ecosystem for our aaS solutions, including partner recruitment, onboarding and enablement in close collaboration with Channel Sales and Product Marketing.
- Own and manage the partner & channel marketing budget and MDF (Market Development Funds) program, including planning, approval, tracking and reporting of funded activities.
- Localize and adapt global messaging, content and campaigns for regional markets and partner needs.
- Track and report KPIs and ROI of partner and channel marketing activities and continuously optimize them

What also awaits you:

- An international, innovative environment with a global market leader
- A stable, permanent position with attractive benefits and development opportunities
- A friendly, supportive team culture and room to shape our partner & channel marketing, partner ecosystem and global partner events

This is important to us

- Several years of B2B tech marketing experience, ideally in Telco/ICT or aaS/SaaS environments, with a clear focus on partner / channel marketing
- Hands-on experience in planning and executing co-marketing campaigns, partner activities and events (preferably in an international context)
- Ideally experience in building or supporting partner programs, partner ecosystems and/or partner portals (PRM)
- Strong project management skills and ability to coordinate multiple stakeholders, partners and agencies
- Experience in managing marketing budgets and MDF / co-op programs is a strong plus
- Willingness to travel internationally for partner and industry events as required
- Fluent English, German is a strong plus, additional regional languages are an advantage
- Structured, proactive, and data-driven way of working

Apply now

Contact

If you enjoy working with partners, building ecosystems, organizing impactful events and driving marketing programs in an international environment – and prefer collaborating across functions instead of managing a team – we look forward to receiving your application, including your salary expectations.

Your contact person for questions is [Selin Güldner](#)

DE-CIX takes the protection of your personal data very seriously and strictly adheres to the rules of data protection laws. For more information, please see our [data protection declaration](#).

