Velocity Technology Group

https://thevtg.com/job/group-marketing-manager/

Velocity Technology Group is seeking a commercially driven, results-focused Marketing Manager to lead and execute our global marketing strategy. This role is responsible for driving brand awareness, lead generation, partner marketing initiatives, digital presence, content creation, event management, and marketing operations across our international business.

The successful candidate will work closely with the CEO, sales leadership, technical teams, and strategic partners including Microsoft, AWS, Veeam, Lenovo, Dell Technologies, and other key vendors to build and execute marketing programmes that generate measurable pipeline and revenue growth.

This is a hands-on role for an individual who has experience in the technology industry and can combine strategic thinking with practical execution and who thrives within a fast-paced technology services environment.

The successful candidate will have the opportunity to shape and scale the marketing function of a growing international technology business while directly influencing revenue growth and market expansion.

Hiring Organisation
Velocity Technology Group

Employment Type
Full-time

Industry
Information Technology

Job Location
Johannesburg, Bryanston

Working Hours
08:00 – 17:00 (Monday to Friday)

Date Posted
July 15, 2026

Open Questionnaire
APPLY NOW

Key Responsibilities

Marketing Strategy & Planning

- Develop and implement VTG's annual marketing strategy aligned to company growth objectives.
- Create quarterly marketing plans focused on lead generation, customer retention, partner engagement and brand development.
- Define marketing KPIs and report on performance against targets.
- Work with senior leadership to identify new market opportunities and service launch strategies.

Digital Marketing

- Manage and optimise the VTG website and digital presence.
- Execute SEO, PPC, LinkedIn, email and content marketing campaigns.
- Develop landing pages, lead nurturing workflows and conversion optimisation initiatives.
- Manage Hubspot marketing automation platform

Demand Generation & Pipeline Growth

- Develop lead generation campaigns supporting managed services, cloud, cybersecurity, backup, business continuity and technology supply offerings.
- Build and manage inbound and outbound marketing programmes.
- Support account-based marketing initiatives targeting strategic enterprise accounts.
- Work closely with sales teams to improve lead quality, conversion rates and campaign effectiveness.

Content Marketing

- Own the content strategy for the business.

- Produce:
    - Thought leadership articles
    - eBooks
    - White papers
    - Case studies
    - Customer success stories
    - Solution briefs
    - Industry reports
    - Email campaigns
    - Social media content
- Ensure all content reflects VTG's expertise in Hybrid Cloud, Microsoft technologies, cybersecurity and managed services.

Partner Marketing

- Develop joint marketing programmes with strategic vendors.
- Maximise Microsoft, AWS, Dell, Lenovo and other vendor market development funding opportunities.
- Coordinate co-branded campaigns, events and webinars.
- Track partner marketing investments and ROI.

Events & Webinars

- Plan and execute:
    - Customer events
    - Executive roundtables
    - Industry conferences
    - Webinars
    - Trade exhibitions
    - Partner events
- Manage logistics, content development, attendance targets and post-event reporting.

Brand Management

- Ensure consistent brand messaging, visual identity and positioning across all regions.
- Maintain corporate marketing assets and collateral.
- Manage external marketing agencies and creative suppliers.
- Protect and enhance VTG's reputation within target markets.

Marketing Operations & Analytics

- Manage the marketing budget and agency spend.
- Measure campaign effectiveness using defined KPIs.
- Create monthly and quarterly marketing performance reports.
- Track:
    - Marketing Qualified Leads (MQLs)
    - Sales Qualified Leads (SQLs)
    - Pipeline contribution
    - Campaign ROI
    - Website performance
    - Digital engagement metrics

Internal Collaboration

- Work closely with:

    - Sales
    - Technical Consultants
    - Managed Services
    - Cloud Teams
    - Executive Leadership
- Translate technical capabilities into compelling market messaging.
- Support bid responses, proposals and customer presentations where required.

Key Performance Indicators (KPIs)

The Marketing Manager will be measured against:

Revenue & Pipeline

- Marketing-generated pipeline value
- Marketing-influenced revenue
- Lead-to-opportunity conversion rates

Digital Performance

- Website traffic growth
- Conversion rates
- Organic search rankings
- Social engagement

Campaign Success

- Campaign ROI
- Cost per lead
- Cost per acquisition
- Event attendance and engagement

Brand Metrics

- Share of voice
- Customer engagement
- Brand awareness growth

Partner Marketing

- MDF utilisation
- Joint campaign performance
- Partner-generated opportunities

Experience Required

Essential

- Degree or Diploma in:
    - Marketing
    - Communications
    - Business
    - Digital Marketing
    - Related Discipline

Preferred

- CIM Qualification
- HubSpot Certification
- Microsoft Partner Marketing Certifications
- Google Analytics Certification
- Google Ads Certification

Skills & Competencies

- Strategic thinking
- Commercial acumen
- Campaign management
- Copywriting and content creation
- Digital marketing expertise
- Marketing analytics
- Project management
- Stakeholder management
- Partner engagement
- Budget management
- Excellent written and verbal communication
- Strong organisational skills

Personal Attributes

The successful candidate will be:

- Commercially minded
- Highly proactive
- Results-oriented
- Creative yet analytical
- Self-motivated
- Detail-focused
- Comfortable in a fast-growing technology business
- Passionate about technology and innovation

The candidate should be able to articulate their value in relation to A.I and how the utilisation of A.I will influence this role.