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# Example of Channel Executive Job Description

Our innovative and growing company is searching for experienced candidates for the position of channel executive. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for channel executive

* Supports budget process by reviewing and auditing weekly and monthly purchase journals and budget documents
* Provide business insight through interrogation of market data and bespoke customer-specific data reports to provide, “future-facing” inputs to sales to help in the decision-making process
* Drive an action-oriented agenda at sales team meetings based on insight that expedites commercial decision making
* Report on industry developments through succinct and timely news stories relevant for the off-trade sales teams
* Provide clear and concise reporting analysis on market updates
* Maintain and develop monthly sales force reporting, using BW (customer reviews, monthly reporting packs, etc) to inform sales team to enable decisions to be made faster
* Consolidate monthly customer promotional plans / Joint Business Plans in order to provide a concise summary of branded activity across the off-trade
* Provide insight from promotional analysis, communicating post-event impact on volume and profit, thus improving the effectiveness of investment
* Perform wide range of customer selling activities, including sales presentations, product demonstrations/training
* North America sales

## Qualifications for channel executive

* Must be prepared as a global leader to work across global time zones as necessary
* Partner Account Planning and Strategy - the ideal candidate will have experience managing and building a strategy with large customers or partners
* Strategic sales planning - the ability to develop and validate a mutually defined vision that meets current and future needs is critical
* Dealing with ambiguity - Given the new nature of this role, the ideal candidate will need to be comfortable in working in an environment without established structure
* The ideal candidate will have a BS/BA with an MBA preferred
* Excellent verbal and written communication ability in English strong presentation and public skills