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# Example of Channel Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of channel marketing manager. 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 marketing manager

* Collaborating with distribution and AFI Sales and Product to develop distributor channel strategies and tactics
* Managing the Unite Program including development, communication, execution and measurement
* Supporting field events (trade shows, customer specific marketing meetings, ) relevant to our distributors and their key customers
* Conduct in-depth market & channel analysis – Market Trends, Channel Coverage & Penetration, Share of Wallet, Share of Demand, Competition, Pricing, Offering gaps
* Collaborate with sales and marketing teams to execute brand strategies and tactics at the customer level
* Supply in house creative team with briefs on customer specific marketing programs marketing tools and point-of-sale collateral
* Project management- manage customer projects and promotions by establishing schedules and timelines
* Create customer presentations and present in customer meetings to satisfy retailer key strategic goals BLUE corporate objectives
* Core marketing expertise in omni-channel
* Manages customer marketing budget

## Qualifications for channel marketing manager

* Minimum 10 years marketing experience in an IT, High-tech, B2B, marketing or sales environment, preferably with an understanding of security and its role in the future of technology
* Salesforce.com, Tableau, advanced MS Excel
* MBA in marketing or related business degree strongly preferred
* Five years channel development experience
* Five years managing large-scale projects
* At least 5 years of experience in financial services marketing ideally with industry experience in retail marketing/ institutional marketing in the investment management industry