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# Example of Channel Marketing Manager Job Description

Our company is growing rapidly and is looking for a channel marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for channel marketing manager

* Responsible for pan-regional partner marketing programs, such as APJ-wide partner roadshows, incentives
* Ensures global marketing campaign development is in alignment with APJ partner interest and opportunity
* Responsible for pan-regional channel partner enablement program and strategy (for example APJ-wide training roadshows)
* Responsible for all communications to partners across APJ
* Responsible for the management of APJ’s MDF platform and coordination of funding with field marketing managers
* Participates as a virtual team member on the APJ field marketing team and APJ partner sales team
* Define quarterly channel marketing plans (both consumer and commercial) in accordance with overall business goals and objectives
* Perform supervisory responsibilities including KPI management and continued development of the team’s capabilities and knowledge
* The channel marketing tools delivers Enterprise’s growth objectives
* Initiate, scope, plan and execute partner incentives programmes working with the Enterprise sales teams

## Qualifications for channel marketing manager

* Experience with Google Analytics or similar web analytics platform
* Thorough understanding of all facets of Marketing, including strategic planning, market research, advertising, promotion, new product development and direct marketing, and how these elements are combined to establish leadership and product superiority in the marketplace
* Ability to perform within a demanding environment in which creativity, motivation, intelligence and an optimistic sense of purpose are extremely important
* A personal style and work ethic that supports business growth through the development of relationships, with the ability to gain credibility through quality of thought and action
* Ability to be a consummate team player
* Superior verbal and written communication skills, with the ability to listen