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# Example of Channel Marketing Job Description

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

## Responsibilities for channel marketing

* Liaison with Finance to produce a report detailing the activity/funds in the COOP/MDF platform as shown by priors, claims, approvals, that will be required to be amortized by the projected start and end dates in order to determine the forecasted “landing spot” for our recognized expenses each quarter
* Maintain an approved list of activities for the various funds and their standing as OPEX or CONTRA
* Co-facilitate easy-to-absorb training and scripting sessions to commercial teams to improve their ability to engage members and prospects through the channel marketing campaigns
* Serve as marketing “expert” (along with Specialist and Manager) for the channel practice
* Work with commercial teams to gather member voice and then incorporate feedback into marketing campaigns
* Work with Marketing Manager to quickly absorb program content, and key initiatives
* Identify and secure member testimonials
* Define and prepare execution-ready assets to educate, inform and support our own sales team & the sales teams of our channel partners
* Develop and manage brand activation strategies including events, sponsorships
* The individual must work closely with the North America Channel team to ensure alignment with agreed business, sales and marketing goals

## Qualifications for channel marketing

* Marketing specialist experience (Pricing, analysis, brand management)
* Organisational skills and ability to prioritise numerous tasks, events
* Comfort with technology, including the ability to understand key technical issues and their implications to suggest alternative solutions
* 3+ years working with channel partners and programs
* Experience with web is a plus
* Experience in SFDC a must and Marketo a plus