



Example of Channel Account Executive Job Description

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Our company is searching for experienced candidates for the position of channel account executive. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for channel account executive

- Apply "social selling" techniques utilizing LinkedIn and other social platforms and best practices
- Build lasting relationships with clients by learning about their needs/challenges and areas of interest and applying a human touch to all interactions
- Increase pipeline through a mix of outbound calling and email campaigns to build a continuous sales pipeline
- Research accounts to learn about their solutions, competitive positioning and marketing strategy, then applying unique ideas and recommendations that will help connect them with target audience
- Utilize tools such as GoToMeeting and WebEx to online meetings in-person meetings to showcase samples of other content and campaigns we have created for peer companies
- Draws on experience from other geographic areas and industries to create and manage CBSA opportunities through collaboration
- Acts as a consultant in the employer channel with multiple stakeholders
- Consistently and independently takes a leadership role/defines accountability for broader geographic success
- Leads identification and design/adaptation of initiatives through analysis of data (quantitative and qualitative)
- Builds upon and maintains established customer relationships that are active

Qualifications for channel account executive

- Requires excellent communication and relationship building skills
- Must have astute analytical skills to recognize, communicate and execute opportunities for profitable growth
- Ability to work independently (remote) and with a team
- Must have flexibility to travel as needed to execute all business initiatives
- Minimum 4 years of experience with media agency or sales organizations
- Defines gaps in resources and tools