



Example of Channel Development Manager Job Description

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

Responsibilities for channel development manager

- Manage channel on-boarding and contracts
- Lead channel programs and incentive plans
- Improve channel experience with sales, business development, service and sales operations
- Contributes to the development of new ideas and methods
- Exercises independent judgment within broadly defined practices to determine best method for achieving objectives
- Leads and provides expertise to functional project teams and participates in cross-functional initiatives
- Stewards commercial strategy for local market execution with Coke Consolidated and the Commercial team (i.e., Sparkling immediate consumption recruitment strategy)
- Responsible for collaborating on the contingency plan to deliver the annual business plan
- Be product-driven, collaborating with product and engineering teams internally with partners
- Manage key metrics of existing partnerships to identify opportunities for high leverage growth

Qualifications for channel development manager

- Bachelor/ Diploma degree of Business Administration/ Marketing or related

- Knowledge of the mobile emerging channel communication space, particularly with experience in global markets
- Understanding of mobile marketing tools, technologies, and analytics
- Experience calling on national or larger OP customers
- Experience in implementing channel strategies and initiatives