



Example of Channel Management Job Description

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Our company is growing rapidly and is looking for a channel management. 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 management

- Fully documents strategic plans and translates into executable documents for execution teams
- Develops and executes a strategic plan for driving overall services programmatic through new and existing distribution, both direct and indirect
- Advises on all matters relating to the channel including managing and developing programs for our Partners Sales Teams
- Ensures that channel strategy is being executed by Partners consistently across all Theaters
- Leads Services Channel on the development of all programs to create a loyal community of partners across the global regions
- Builds and maintains strong relationships with the Services LOB, Sales and Marketing organization to drive effective channel marketing programs and ensure effective and regular communication to all stakeholders on major business decisions
- Provides continued thought leadership and guidance to Channels team on channel model, initiatives, programs and key growth objectives and onboarding of new channel partners to support significant services growth
- Provides strong leadership by fostering solid relationships with both the direct and indirect sales teams
- Support offline/online channel coverage enabling the creation of leads, proper lead mix and optimizing reach and cost per acquisition

Qualifications for channel management

- Strong analytical skills with advanced skills in reporting and marketing analysis
- Must be a logical thinker and detail oriented
- Ability to work with internal and external teams
- Must have experience managing change
- Ability to extract, analyze, and report data in a consistent and timely manner in support of all sales and marketing initiatives
- Must be self-motivated and able to work under pressure of deadlines without sacrificing accuracy