



Example of Channel Product Manager Job Description

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

Responsibilities for channel product manager

- Collect, analyze and interpret data in to actionable programs
- Closely coordinate with Commercial sales teams to insure effectiveness of proposed programs at the Region, Territory & Account level
- Drive complex business analysis to identify business opportunities to improve revenue and profitability working backwards from the P&L
- Developing and implementing go to market strategies that drive customer retention
- Travel per business needs
- Partner closely with the Worldwide Channel Sales team and leadership to track to a common business plan and resultant targets
- Develop and manage annual channel market plan and budget in alignment with corporate growth and revenue objectives across multiple dimensions including awareness, education, lead generation, recruitment, programs, and overall channel readiness
- Work closely with partners to develop joint marketing plans which tie back to revenue goals at the regional, theater, and worldwide level
- Collaborate with Sales, Product Marketing, Product Management and Pricing to determine Channel pricing strategy and policies
- Analyze and track success of all channel-facing marketing programs in conjunction with Corporate Marketing Analytics and Sales Operations team

Qualifications for channel product manager

- Minimum of 5 years experience in retail banking or financial services industry

- Thorough understanding of the Scaled Agile Framework process and best practices
- Working knowledge of digital products and continuous integration solutions
- ATM transaction or digital service process knowledge
- Meeting facilitation, relationship management, critical thinking, technical writing, and presentation skills