



Example of Channel Product Manager Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is looking for a channel product manager. 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 product manager

- Manage partner events including channel partner advisory council meeting(s), multi-city road shows, regional partner "kick offs", and partner participant conferences
- Work closely with Channel Sales to support field needs, field-sponsored events, channel training and account management
- Launch programs (Marketing, Rebate or any other requirements) in each region, including marketing materials and online experience
- Aligning the CHANNEL Brand corn portfolio with commercial objectives to meet or exceed business goals of sales volume, product mix, trait mix and price
- Monitoring in-season product performance and competitive position
- Working closely with manufacturing to develop current year production plan to meet key metrics and goals of the business
- Leading in-season execution of supply plan in conjunction with Demand Planning
- Working closely with PDM, TD and Breeding Organizations on advancement and deployment of new soy products
- Leading or participating in initiatives which improve CHANNEL Brand dealer and customer experiences, including field sales and dealer trainings, dealer rollouts, and customer events to build excitement and value around the brand
- Building a trusting relationship with the field sales and agronomy

Qualifications for channel product manager

- At least 3 years of experience working with agile management tools
- 7+ years of ATM experience in operations, systems and applications
- 1+ years of experience using digital tool set, including Cucumber, Ruby and Gherkin
- Ability to summarize fact-based conclusions in Microsoft PowerPoint presentations
- Experience with SEO and Corporate Social Strategies
- Web analytics skills, with experience interpreting and summarizing financial and web KPIs