



Example of Channel Program Manager Job Description

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Our growing company is searching for experienced candidates for the position of channel program manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for channel program manager

- Collaborate with Product Marketing, Product Management, Solutions Marketing and other groups to source appropriate enablement content
- Drive the development and customization of content with the Education and Enablement team
- Make content available and optimize access for a global audience
- Identify and develop metrics to measure and assess success of enablement platform and Identify opportunities to evolve to ensure relevance and value
- Maintain distributor training program collateral (ie
- Manage regular channel service incentive programs to drive growth (ie
- Ensure that channel programs are successfully executed
- Integrate partner and FNC visions and strategies to drive mutually profitable growth
- Develop scalable and sustainable business practices that clearly demonstrate the incremental value for partners to do business with FNC
- Create and execute comprehensive strategic business development and marketing plans

Qualifications for channel program manager

- Experience working with Carrier B2B teams to build successful programs
- Sales Finance experience
- Experience presenting and making recommendations to senior level

- A flexible work style and approach based on business needs
- Ability to work effectively with cross functional teams in a global matrix organization