



Example of Channel Program Manager Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is searching for experienced candidates for the position of channel program manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for channel program manager

- Develop sales campaigns, sales collaterals and tools that enable partners to effectively position and sell FNC solutions
- Establish regular communication with assigned channel partners including regular meetings with executive management to share ongoing business and partnership results
- Drive new partner recruitment efforts and lead sales and marketing support for new partner on boarding
- Has responsibility for EMEA wide channel initiatives with key objective to delivers best in class supply chain Channel performance
- This position will own/manage the Partner Branded Support (PBS) for Networking program for their prescribed geographic region, and will collaborate extensively across multiple organizations at a very senior level to drive commitment and alignment to the global program framework, processes and operating plan, ensuring that the stated business outcomes are achieved
- Engage with partners and actively manage the partner relationship
- Optimize the PBS program for maximum efficiency, partner satisfaction and business results
- Develop, manage and execute the program strategy, governance framework and operations for PS Services, Device-as-a-Service and distribution

- Own the acquisition funnel from registration to product launch, and lead projects to optimize seller experience and maximize seller launch rate and sales for the self-service channel

Qualifications for channel program manager

- Team oriented, proven track record of delivering results & meeting commitments with exceptional communication, interpersonal, and networking skills
- Business knowledge of products, commercial processes, stakeholder interaction, cultural awareness
- Working knowledge or aptitude for learning internal electronic reporting systems (including SAP, BI, and Compass)
- 3+ years marketing and/or selling experience in a science related field
- Minimum 5 years' experience in executing channel readiness and enablement programs including building learning paths and training curriculum and measuring enablement success
- Ability to work with cross functional teams to successfully launch and monitor programs enhancements