

Channel Marketing Manager

POSITION SUMMARY

The Channel Marketing Manager is responsible for managing all marketing programs within the channel including the development and nurturing of our U.S. partners resulting in funnel and revenue growth. This individual is a tech savvy, channel marketing professional and will have the opportunity to make an impact in a fast paced environment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Channel Marketing Manager is responsible for developing, driving and managing channel marketing programs with our strategic channel partners. Duties include developing and overseeing the annual channel marketing plan, managing internal and channel specific programs and campaigns to expand market share. The Channel Marketing Manager will coordinate with channel counterparts to gather market insights, increase brand awareness and understand partner strategies.

The Channel Marketing Manager will be responsible for:

- Developing the channel marketing budget to drive a positive ROI
- Managing distribution programs and activities to increase awareness and lead generation
- Leading new product channel launches including collateral, communication strategy, training tools, related activities
- Ongoing communications with partners through regular newsletters, events, informal communications and creation of a Partner Portal
- Ensuring partner web sites are accurate for Opendgear products and descriptions
- Developing appropriate content for advertising elements in partner marketing programs and catalogs

This position is located in central NJ with the potential for some working remotely.

REQUIREMENTS/QUALIFICATIONS

- 3-5 years high tech channel marketing manager experience
- Strong understanding of distribution channels and reseller channels
- Proven track record of successfully driving channel growth through marketing programs
- Experience with POS reports is required
- Experience with developing/executing annual marketing and lead generation plans and campaigns
- Excellent written and verbal skills, with ability to confidently present and interact with

individuals at all levels

- Ability to analyze and report progress against campaign goals and report on ROI
- Track market and channel trends and adjust channel strategies accordingly
- Experience marketing IT software and hardware solutions
- Experience in content marketing

DESIRED KNOWLEDGE/SKILLS

- Bachelor's Degree in Marketing or digital media
- Knowledge of IT industry/technology
- Previous experience building Partner Portals a plus
- Salesforce.com & Marketing automation experience a plus
- Ability to work independently and in a team environment
- Detail oriented with excellent organization and planning skills
- Experience working with an international, geographically dispersed teams
- Aspiration to make a difference