



Channel Marketing Manager

Posted by: Happy Goat Kitchen

Posting date: 23-May-2024 **Closing date:** 12-Jun-2024

Education: College/CEGEP

Language: English

Job location: Ottawa

Salary: \$57 Per Hour

Years of Experience: 5 years

Vacancy: 1

Job Type: Full Time

Job id: CAJ5178623

Expired

Job description:

Develop new programs and ideas for our channel partners (resellers)

Create and measure KPIs for each channel

Develop marketing strategies that target specific channels to promote our products or services

Analyze competitor behavior to optimize marketing strategies

Analyze cost and value of current product offerings

Plan and oversee the implementation of marketing strategies across all available channels

Develop, evaluate, implement and improve channel-specific marketing strategies, planning marketing campaigns, and

managing marketing communications.

Analyze market data, trends, consumer preferences, and competitor behavior to optimize marketing strategies

Deploy channel marketing strategies in collaboration with the marketing team, senior managers, and other departments

Oversee the marketing team and documenting processes

Plan and executing digital-specific campaigns

Meet with senior staff members and clients to provide marketing advice and guidance

Boost product visibility and sales by providing support and training to channel partners, analyzing performance metrics, managing budgets, and fostering effective communication between the company and its distribution partners

Strategically working with channel partners to contribute significantly to expanding company's reach and driving sales growth

Perform comprehensive strategic reviews and analyses, leveraging frameworks, approaches, tools and methodologies, and develop robust recommendations to support management and key business partners

Produce materials for Products & Transformation Team

Maintain a competitive advantage through researching business and technology trends across industries

Drive teams Product Management approach including optimization and standardization of processes and routines, vendor management, and reporting & analytics

Act as a trusted advisor and help facilitate prioritization decisions with senior leaders and cross-functional project teams by providing rigorous strategic insight based on thorough research and analysis

Manage work streams and present engagement deliverables, raising risks / issues and providing solutions to minimize impact on timelines

Requirements and skills

A minimum of 5 years experience in Management in International corporations ,channel marketing , Planning and Control of cost and materials and quality control

Excellent marketing skills, relationship management capabilities, and a keen understanding of the dynamics within different distribution channels

Trained experience in planning , quality control and cost analysis

In-depth knowledge of current business processes of international markets
In- depth knowledge of cost of goods
In-depth knowledge of current digital marketing technologies and techniques
Proficiency in channel management software, such as DataFeedWatch and ChannelAdvisor Enterprise
Proficiency in MS Excel for quantitative and qualitative analysis
Exceptional analytical and strategic thinking skills
Superb leadership, communication, and collaboration capabilities
Proficiency in English is a must; fluency in Spanish an asset
Excellent time-management and organizational skills
Advanced ability to drive creativity and innovation
Proven success in designing interactive applications and networking platforms
Willingness to travel
Established contacts in media

To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: happygoatkitchen@gmail.com

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