

Channel Marketing Manager

Job Location: Piscataway, New Jersey

Summary

The Channel Marketing Manager drives all marketing programs within the North American channel, and coordinates with the global channel teams, to grow brand presence and sales revenue. This individual is a tech-savvy channel marketing professional and will have the opportunity to make an impact in a fast-paced environment.

Responsibilities

The Channel Marketing Manager is responsible for developing, driving and managing channel marketing programs with our strategic channel partners in North America. This individual will own the relationship with the marketing teams at our partner organizations, and will work closely with the Channel Sales and Regional Sales teams, to increase brand awareness and maximize partner relationships. The role will also coordinate with, and support, the channel sales teams globally.

The Channel Marketing Manager will be responsible for ensuring that Opengear receives more than its fair share of attention from the channel partners by:

- Driving continuous engagement with Authorized Distributors through formal marketing programs and ad-hoc engagements
- Actively managing programs and activities with Premier Partner resellers to increase awareness and lead generation
- Building strong relationships with the marketing teams at strategic partners
- Providing regular communications with partner sales teams through newsletters, events, and campaigns
- Creating and maintaining a Partner Portal
- Understanding and articulating Opengear product features, benefits and USPs
- Supporting new product launches via the channel including collateral, communication strategy, training tools, related activities
- Managing the channel marketing budget and calendar to drive a positive ROI
- Developing appropriate content for advertising elements, in conjunction with the Opengear creative team, for partner marketing programs

Requirements/Qualifications

- 5-10 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 the 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

Desired Knowledge/Skills

- Bachelor's Degree in Marketing, or a Technology Major with marketing experience
- 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 international, geographically dispersed teams
- Aspiration to make a difference