



**Position:** Channel Marketing Manager

**Department:** Marketing

**Reports To:** VP of Marketing

**Job Location:** Edison NJ

### Summary

Opengear designs and manufactures products for data center and remote site management. Those products include network management software and management appliances that are deployed by the largest IT organizations worldwide. We are a global company, with offices in Edison-NJ, Sandy-UT, San Jose-CA, and Brisbane-Australia.

The Channel Marketing Manager drives all marketing programs within the Americas channel, and coordinates with the global channel teams, to grow brand presence and sales revenue. This individual is an experienced channel marketing professional with a background in technology and IT products, who relishes 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 the Americas. This individual will own the relationship with the marketing teams at our partner organizations and will work closely with the Opengear Channel Sales and Regional Sales teams, to increase brand awareness and maximize partner relationships. The role will also coordinate with, and support, the internal channel 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.
- Creating and managing formal marketing programs and campaigns with the select Premier Partners
- Overseeing Opengear's digital presence with strategic resellers and distributors, ensuring branding and messaging consistency
- Building strong relationships with the marketing teams at strategic partners
- Coordinating activities with EMEA and APAC channel teams including the discussion of Best Practices; assisting in modifying Americas-based promos, communications and sales materials for regional audiences; and ensuring global channel partners are not impacted by regional policies or programs
- Providing regular communications with partner sales teams through newsletters, events, and campaigns
- Maximizing the utility of the Partner Portal by determining the needs of the reseller community, adding new features, and tracking engagement statistics
- Understanding and articulating Opengear product features, benefits and USPs
- Leading the organization of the annual Partner Summit in the Americas
- 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

- Bachelor's Degree in Marketing, or a Technology Major with marketing experience
- 7+ years IT/technology channel marketing experience
- Strong understanding of distribution channels and reseller channels
- Proven track record of successfully driving channel growth through marketing programs
- Experience with developing/executing annual marketing and lead generation plans and campaigns
- Experience allocating and managing a channel marketing budget
- 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

- Knowledge of IT industry/technology
- Previous experience with PRM tools
- Salesforce.com & Marketing automation experience a plus
- Capable of analyzing POS reports and setup of SKUs
- Ability to work both 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

Some domestic travel is required.