

## Job description

### Channel Manager – Central

<b>Job Family</b>	<i>North America</i>
<b>Job Sub-Family</b>	<i>Operations</i>
<b>Report to (job title of the manager)</b>	<i>Sales Director</i>
<b>Schröder Band</b>	

#### **Main purpose of the job:**

To manage third-party agencies in the outdoor lighting sector and drive revenue growth through these partners.

The ideal candidate will be responsible for managing 6-8 agents in an assigned US geography and will be 100% field based. The Channel Manager will be accountable for achieving sales targets, building, and maintaining strong relationships with partners, and driving effective collaboration with internal stakeholders. The Channel Manager will develop and implement partner business plans, establish sales and marketing strategies, and track progress against targets. The Channel Manager will also work closely with the Business Development team to identify new partnership opportunities, negotiate agreements, and onboard new partners. This role requires strong relationship-building skills, the ability to influence and negotiate, and a track record of driving revenue growth through partner channels. The ideal candidate must be results-driven, customer-focused, and possess strong analytical and communication skills. This is an ideal role for a self-starter who is passionate about building and growing partner relationships and achieving business results through effective channel management.

#### **Main responsibilities within the job (non-exhaustive list):**

**Developing and executing partner business plans:** The Channel Manager is responsible for developing and executing partner business plans that align with the company's sales and marketing strategies.

**Managing partner relationships:** The Channel Manager must build and maintain strong relationships with third-party agencies in the outdoor lighting sector to drive revenue growth.

**Achieving revenue growth:** The Channel Manager is accountable for achieving revenue growth through partner channels and must monitor progress against the prior year's revenue.

**Developing and implementing sales and marketing strategies:** The Channel Manager must work with partners to develop and implement effective sales and marketing strategies that drive revenue growth.

**Providing training and support:** The Channel Manager must provide training and support to partners to ensure they have the necessary knowledge and tools to sell the company's products and services.

**Identifying new partner opportunities:** The Channel Manager must work closely with the Business Development team to identify new partnership opportunities and evaluate potential partners.

**Negotiating and onboarding new partners:** The Channel Manager must negotiate partnership agreements and onboard new partners, ensuring they are set up for success.

Collaborating with internal stakeholders: The Channel Manager must work closely with internal stakeholders, including Marketing, Sales, and Operations, to ensure effective collaboration and alignment with company goals.
Providing regular reporting and analysis: The Channel Manager must provide regular reporting and analysis of partner performance and sales metrics.
Staying up to date with industry trends: The Channel Manager must stay up to date with industry trends and best practices to ensure successful channel management and revenue growth.

<b>Additional responsibilities within the job (non-exhaustive list) – local specificities:</b>
Frequent travel will be required within the territory (up to 80%); periodic international travel will be necessary for global sales meetings, training, and development, etc.
Participate in relevant local, national, and international trade shows as required to fulfil the primary job purpose of the role.
Participate in trade associations and committees that strategically align with the strategy within the region.

<b>Position scope:</b>	
<b>Team Management</b>	Yes / No
<b>Direct &amp; Indirect reports</b>	Direct: 0
	Indirect: 0
<b>Project Management</b>	Yes / No
<b>% of Project Management</b>	0%

<b>Knowledge, skills &amp; abilities</b>	
<b>Education:</b>	<b>Experience:</b>
Bachelor’s degree in business related field.	10+ years of sales experience with a proven track record of consistently exceeding revenue targets through the development of third-party resellers.
<b>Knowledge and Skills:</b>	<b>Other requirements (licenses, certifications, ...):</b>
Strong knowledge and understanding of channel management principles and strategies. Proven experience in effectively managing and building relationships with third-party agencies or partners. Excellent communication and interpersonal skills to establish and maintain collaborative working relationships with agency representatives.	

# Schröder

Experts in lightability™

<p>Demonstrated ability to analyze market trends, identify opportunities, and develop strategies to maximize channel performance.</p> <p>Proficiency in data analysis and reporting to track channel sales performance, identify areas for improvement, and implement corrective actions.</p> <p>Strong negotiation and influencing skills to drive alignment and achieve mutually beneficial outcomes with agency partners.</p> <p>Knowledge of marketing and promotional strategies to support channel growth and drive product awareness and adoption.</p> <p>Ability to adapt and thrive in a fast-paced, dynamic environment while managing multiple agencies and competing priorities effectively.</p>	
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<b>Working relationships:</b>	
<b>Internal contacts:</b>	<ul style="list-style-type: none"><li>Local and global leadership teams</li><li>Local and global marketing/product management teams</li><li>Sales Solutions Specialists</li><li>Field application engineering</li><li>Operations/Supply Chain</li></ul>
<b>External contacts:</b>	<ul style="list-style-type: none"><li>Sales Agents</li><li>End customers</li><li>Engineering/specification firms</li><li>Contractors (GC, EC, Integrators, etc.)</li><li>Distributors</li><li>Trade associations and committees</li></ul>