

## **HA Channel Marketing Manager Job Description**

### **Channel Marketing Manager Overview:**

The Channel Marketing team is looking for an experienced individual with an understanding of the current digital retail marketing environment. With the ever-changing shift to digital sales and online consumer insights, the importance of online retail continues to grow. This position will focus on the company's home appliance category; products include: Laundry, Kitchen (Refrigerators, Ranges, Microwaves, Dishwashers), vacuums, air purifiers, dehumidifiers, etc. This position will provide client ready presentations, reports and solutions for improving consumer-facing content to help educate their team and senior leadership. The mission of this role is to help the sales channel grow revenue and drive efficiencies by enabling data-driven decision making.

With support from leadership this role will be responsible for developing best practices and working with senior stakeholders to drive insight and suggest improvements. The ideal candidate possesses a unique skill set that combines strong relationship building and understanding of the retail environment. While website and digital activities are a priority, collaboration across business units with other key stakeholders to drive synergy with marketing activities across the brand is an absolute must.

### **Channel Marketing Manager Duties:**

- Management of digital retail partner projects from initiation to completion.
- Oversight of content development including working with design, production/asset development and copy-writing on multiple/simultaneous projects.
- Collaborate with internal teams and 3rd party partners to report back to the Channel Marketing team to help drive sales.
- Effectively manage timelines/schedules including outlining goals, scope, deliverables, and required resources and budget.
- Define and align KPIs across all retail channels.
- Understanding and management of promotion calendar.
- Define and create customized reporting dashboards by analyzing large data sets to report on KPIs using Excel and Powerpoint.
- Prioritize and execute ad-hoc data analysis to assess trends and develop recommendations.
- Build models to support sales channel leaders with forecasting and goal-setting.

### **Skills/Qualifications:**

- Solution-oriented person who takes the initiative to provide and/or identifies answers to issues.
- Preferred digital background. Understanding of digital environment: Digital advertising, Search, .com
- Retailer experience preferred. Digital retail experience a plus.
- Knowledge of Syndigo, Bazaarvoice and Edge by Essential (aka Clavis) a plus
- Developing Budgets, Supervision, Account Management, Management Proficiency, Process Improvement, Tracking Budget Expenses, Self-Development, Planning, Organization, Verbal Communication, Microsoft Office (PowerPoint, Excel, Word).

**Role & associated responsibilities are subject to change pending business needs/project requirements**