

Reports to: Chief Marketing Officer

Department: Marketing

Classification: Exempt

Effective Date: May 28, 2025

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### Job Summary:

King Technology is seeking a strategic and execution-focused Channel Marketing Manager to lead marketing initiatives across the Pro Dealer channel. This role is critical to driving brand awareness, customer engagement, and demand growth through tailored channel strategies that align with our broader go-to-market objectives. The Channel Marketing Manager role requires effective cross-functional collaboration across the various functions of the organization.

### Essential Functions:

- Develop and execute integrated go-to-market plans through the Pro Dealer channel in collaboration with sales leaders, product managers, and brand communications team that are consumer-focused and align with brand, product, and business objectives.
- Engage with dealer networks to foster strong relationships and drive co-op campaigns.
- Create and implement channel-specific promotions and events to drive market penetration and revenue growth.
- Lead new product launch implementation to ensure early adoption and market traction.
- Work with Product Management to support partners' ability to market and sell products effectively by developing training materials, sales tools, and resources.
- Support planogram development and retail execution strategies to disrupt and lead in-store presence.
- Provide field marketing support to ensure consistent messaging and value propositions across all touchpoints.
- Analyze channel performance metrics and consumer insights to optimize marketing effectiveness and ROI.
- Champion the Voice of Customer (VOC) and competitive intelligence, advocating for channel partner and consumer needs.
- Maintain the channel marketing calendars and manage pre-determined release dates of activities and events
- Other duties as assigned.

### Required Qualifications:

- Bachelor's degree in marketing, business, or related field
- 5+ years of experience in channel marketing
- Proven success in developing and executing channel strategies.
- Strong analytical skills and experience with marketing performance metrics.
- Excellent communication, collaboration, and project management skills.
- Ability to travel up to 25% of the time.
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage, and Servant-Leadership.

### Preferred Qualifications:

- Master of Business Administration (MBA) or equivalent advanced degree
- Experience in channel marketing within consumer goods or retail environments.
- Experience working with Pro Dealer networks.
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### Compensation:

- Estimated annual base salary range: \$115,000 – \$130,000, plus eligibility for performance-based bonus compensation.
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