

Job Description

Title: Channel Marketing Manager Cost Ctr: _____

Work Location: Dallas, Texas Position Status: ☒ Full-time ☐ Part-time

Division & Department: Marketing (Channels)

Position Reports to: VP, Channels & Partners

COMPANY VALUES

All Authentix employees are expected to embrace our Company values in the performance of their respective tasks and duties.

Always with *integrity*.....Authentixians value:

- Teaming and collaboration
- Advancing science and technology - for a better world
- Dedicating ourselves to our clients' success
- Competing and winning in the marketplace

JOB SUMMARY

The Channel Marketing Manager is responsible for planning and implementing strategic marketing & communications plans for channel partners in the Authentix Partner Network.

This role will have the responsibility to create, manage and support all aspects of the Authentix channel marketing program and then drive on-going marketing activities with our partners and resellers. Channel marketing activities would include developing collateral & content, building promotions & offers, launching campaigns, enabling training & enablement, managing websites & portals, and supporting of events & seminars.

SUMMARY OF ESSENTIAL JOB FUNCTIONS

The essential functions listed below are representative of the functions that must be performed in order to satisfactorily fulfill the purpose of this job. Additional functions and duties may be assumed or assigned from time to time.

- Be a content creator: Identify and develop effective marketing and sales collateral to empower channel partners and highlight the benefits of Authentix. This includes writing and managing the development of presentations, collateral, social media, email campaigns, websites, blogs, training and enablement.
- Collaborate and work closely with a cross-functional team of marketing, sales, operations, engineering and solutions teams to ensure that the Authentix value proposition within the channel is clearly articulated and understood by our partners.
- Create content in support of trade shows, joint enablement events with key channel partners and thought leadership opportunities supporting the growth of Authentix's channel program.

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- Work with our channel's marketing teams to co-develop marketing assets and campaigns for the channel.
- Help create collateral material, web content and social media content for the channel in support of lead generation and branding efforts

KNOWLEDGE, SKILLS AND ABILITIES [education, certification, experience, general skills]

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required to satisfactorily perform the essential functions of this job.

Experience and Qualifications Required

- Bachelor's degree from accredited college or university.
- 3-5 years of experience in marketing & communications, preferably in the technology sector. Experience in channel marketing would be beneficial.
- Understanding of channels – Distributors, Resellers, Alliances, Partnerships, etc. – is highly desirable.
- Experience with CRM or PRM portals such as Salesforce
- Project management experience would be a definite advantage.
- The ability to work with small cross functional teams of people and influence senior staff is essential.

SPECIAL REQUIREMENTS [Travel %, language, etc.]

- Approximately 10% [domestic/international] travel required

WORK REQUIREMENTS

The work environment characteristics are representative of those an employee encounters while performing the job. Authentix is committed to complying with all applicable provisions of the Americans with Disabilities Act (ADA), the ADA Amendments of 2008 and all applicable state and local laws concerning disability accommodation. Reasonable accommodations will be provided to individuals with known physical or mental disabilities if such accommodation would not impose an undue hardship on the company, and would enable the individual to apply for, or perform, the essential functions of the position in question.

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Environment: Work is performed primarily in a standard [office/warehouse/lab] environment. Employees may work under the stress of regular interdepartmental interaction and pressure to meet various deadlines.

Physical: Essential functions require sufficient physical ability and mobility to work in an [office/warehouse/lab] setting. While performing the duties of this job, the employee is frequently required to stand and/or sit for prolonged periods of time; must be able to hear and verbally communicate in order to exchange information in person or over the phone; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push and/or pull up to 25 pounds of weight; to operate office equipment requiring repetitive hand movement; to occasionally travel to other locations using various modes of private or commercial transportation.

NOTIFICATION

This Job Description is intended to describe the general nature and level of work being performed by people assigned to this job and is not considered an exhaustive list of all responsibilities, duties and required skills. This Job Description does not constitute an offer of employment. The employment relationship between the Company and its employees is "At-Will" and based on mutual consent. Authentix, Inc. is an Equal Opportunity Employer.

Human Resources use only	
Job Title	TITLE
Management (Yes / No)	
Status (Exempt / Non-Exempt)	
Date Revised	
HR Approval Signature / Date	
Executive Approval Signature / Date	