



# JOB DESCRIPTION

Date:	January 16, 2012	Revision:	1
Position Title:	Channel Manager		
Department:	NA Sales		
Reports to:	Director of Sales, APD		

Location(s) Applicable to:  All  CA  CT  FL  IN  NC  OR  TX

Classification:  Salaried (Exempt)  Weekly (Non-exempt)  Hourly (Non-exempt)  
Category:  Full Time  Part Time  Temporary

### Overview:

The Channel Manager will be responsible for executing & measuring performance of sales and marketing programs with assigned channel partners designed to build LATICRETE'S brand, enhance customer experience, increase market share and strengthen existing channel partner relationships and revenue contribution across assigned market segments.

### Essential Job Functions & Responsibilities:

1. Develop 1 & 3 year channel strategy by combining company financial goals with interpretation of designated channel macro & micro trends including annual demand forecast for respective products.
2. Evaluate current product mix and competitive product portfolio, define product requirements for new product addition and provide product deletion proposals to Sales and Product Management.
3. Gather, analyze and report market intelligence and progress against annual goals for sales, market share and ROI.
4. In coordination with Sales and Marketing develop and evaluate the success of regional and national sales promotions and other promotional efforts.
5. Work closely with corporate marketing to align channel marketing communications strategies with overall brand strategies.
6. Lead new product introductions efforts within channel including collateral development, website development and strategy, communication strategy and training.
7. Actively and frequently engage with distributor, specifier and major installer customers.
8. Coordinate efforts of the Sales Department with all internal stakeholders in channel management process; R&D, Technical Services, Operations, Finance, and Marketing Departments.
9. Attend and participate in sales meetings, product seminars, industry organizations and trade shows.
10. Advise corporate marketing of the APD Division's Web 2.0 initiatives (examples: social networking, blogs, wikis, mobile marketing, and video creation).

### Nonessential Job Functions:

1. Performs other directly related appropriate duties and assumes accountabilities as apparent or as delegated, including mutually agreed upon objectives.

### Job Specifications/Skills:

1. Minimum of 5 years in Marketing and/or Sales and Sales Management - with an accomplished and verifiable track record within the building materials category.
2. 3+ years experience in product or channel marketing function.
3. Ability to lead cross functional teams.
4. Proven success prospecting, building a pipeline, moving opportunities through the sales cycle; proposing, presenting and discussing solutions with all decision-makers.
5. Strong presentation and writing skills.



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### Job Specifications/Skills continued:

6. Very strong communication and listening skills, ability to establish rapport, build credibility quickly, and clearly articulate a value proposition.
7. Fluency in written and spoken English communications. 2nd language a plus; Spanish preferred.
8. Computer Skills: Intermediate to Advanced knowledge of Microsoft Office (Outlook, Word, Excel, Access and PowerPoint).
9. Valid driver's license, current automobile insurance, and a good driving record.
10. Team Cooperation - maintain positive, cooperative attitude with all employees of LATICRETE and all customers.

### Minimum Educational Requirements:

1. Bachelor of Science Degree or equivalent work experience. Master's Degree preferred.

### Travel:

1. 40% to 50% minimum, some with little or no notice, occasional weekend trips/work days.
2. Location near Corporate Headquarters (Bethany, CT) preferred, though not required. Remote location will require an even higher level of travel.
3. Must have or be able to obtain a Passport.

Reply in confidence to Human Resources, at [humanresources@laticrete.com](mailto:humanresources@laticrete.com)

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