



VACANCY

Brother U.K. Ltd.

Job Title: Channel Development Manager

Reporting to: Kelly Grundy

Department: Market Development

Salary: Competitive

We are pleased to announce that we have an exceptional opportunity for an accomplished marketing professional to join the Channel Development department. Pivotal to the success of sales within several channels, the successful candidate will assist the Market Development Manager in providing marketing support to the Head of UK Marketing and his team with both new sales propositions and established accounts.

This is a challenging, commercial role requiring a comprehensive understanding of sales channels and the underpinning sales process.

Based at the UK sales office in Manchester, you will be supporting an external sales team covering accounts nationwide. As such, you must be prepared for occasional travel across the country to attend business meetings and customer visits.

The successful candidate should be adaptable to the continually developing needs of the business and keen to prove their abilities in a challenging and vigorous channel.

Main Objective

Working alongside the Market Development Manager the Channel Development Manager at Brother UK will be responsible for planning and implementing channel marketing programs designed to increase product sales, brand exposure, and market share with various channel partner accounts.

A key responsibility will be to drive the development and delivery of sales and marketing tools, content, and promotions enabling our partners to successfully sell BUK products and solutions.

This role requires that you possess the ability to work with a broader team of sales and marketing personnel for strategic planning and tactical implementation.

Main Duties

- Translate the brand strategy into a realistic customer action plan.
- Amplification of channel development strategy into considered, KPI based marketing plans.

- Using external and internal business insight, develop channel specific propositions for Major Partners, Retail Partners and Contract Stationer accounts.
- Drive targeted partner relationship management strategy - Relationship management and development is a key part of this role, including partner incentive strategies.
- Develop and deploy Channel Strategies including key customer strategy with the Market Development Manager.
- Build key stakeholder relationships with senior sales managers to align sales development targets and marketing development planning and resources.
- Ensure in-store POS and online Brother experience meets desired KPIs.
- Execution of national marketing campaigns and corporate market development strategy into relevant channels in a consistent and timely manner.
- Responsible for the development and implementation of customer marketing plans looking at brand positioning, pricing strategy, advertising, image development, PR and gain insight into channel and customer needs to drive NPD.
- Assist the Market Development Manager in the identification and nurturing of new markets with new and existing Brother products.
- Ensure timely and consistent communications to all partner and end users of key Brother messaging around campaigns, promotions, product messaging and marketing collateral.
- Monitor channel performance and recommend actions based on results.
- Play an active role in the development of UK promotions, Events and Channel Marketing projects.
- Develop a clear understanding & proactive use of Market Intelligence, Customer and Shopper insight.
- Evaluate all activity for return on investment.

Essentials

- Knowledge of a channel business model, marketing background with the ability to manage consistent and timely communications
- Good project management skills, well organised and able to work to tight deadlines and budgets
- Good networking skills with a customer focus
- Creative with the ability to think laterally and to come up with new and unique ideas
- Ability to work on own initiative
- CIM Qualifications or equivalent.

This is a fantastic opportunity and interested candidates should email a detailed CV to Recruitment@brother.co.uk

Closing date: 4th August 2015