

# **Xerox Internet Software and Solutions Channel Marketing Manager**

## **Position Objective:**

Ensure successful execution of marketing programs to engage and support XISS indirect channels, including development of sales tools & collateral, marketing development programs, joint demand generation activities and related promotions, ongoing resellers/partner communications and recruitment programs.

## **Responsibilities:**

Work with channel development manager to define and execute channel marketing programs in support of channel development efforts and channel partner marketing needs. Prepare plans and manage implementation of programs within budget and schedule guidelines.

Core responsibilities to include:

- \* Sales tool & reseller kit development & vendor oversight
- \* Channel partner recruiting programs development & execution (e.g., adv., events, direct mail, Web, PR)
- \* Sales promodevelopment & execution
- \* Market development funds (MDF or coop marketing) program guidelines and materials
- \* Channel communications programs development (inbound & outbound – including Web forum, advisory councils, FAX bulletins, Q&As, satisfaction surveys, etc)
- \* Channel training & education material development & vendor direction
- \* Coordination with telemarketing on channel lead distribution & tracking

## **Qualifications:**

Minimum 3 years marketing experience in support of reseller/VAR channels.

Software or high-tech industry knowledge and experience.

Strong written and verbal communications skills.

Excellent project management and organizational skills.

Proven ability to complete projects on schedule and budget.

Experience directing marketing communications vendors/staff.

Experience developing and managing marketing programs for ISVs or third-party application developers a plus.