



Job Title: Channel Manager

Reports to: VP of Sales

Departments: Sales & Marketing

Requirements

The ideal candidate would be a proven sales professional with 5-10 years solar experience and at least 10-15 years of business to business sales or marketing management experience that possesses a technical degree and excellent communication and interpersonal skills.

Description

The Channel Manager reports to the VP of Sales and primarily develops new business relationships with \ key channel partners which include solar equipment suppliers, software providers, and OEM's. The Channel Manager will work in conjunction with the Marketing, Sales, and Product teams to create and manage various reseller programs and to produce co-branded marketing materials and web-hosted and in-person events (when it is safe to do so).

- Proactively identify potential Partners and design programs that develop a unique value proposition that strengthens the Channel Partner's core offering and objectives
- As GreenLancer's representative, establish productive, professional relationships and coordinate the involvement of GreenLancer's team members, including support and service resources to meet partners' expectations
- Work in conjunction with the Marketing and Product teams to produce co-branded marketing materials and regularly host webinars and in-person training sessions (when safe to do so).
- Develop and lead a joint training program that educates the channel partner's sales team on GreenLancer's catalog of solutions and unique value propositions
- Lead in the development of marketing strategies and correspondence to promote the channel partner's program internally and externally
- Work with management to determine product offerings, channel pricing, rate cards, sales policies and agreements
- Coordinate with partners to create and execute business plans to meet sales goals
- Evaluate partner sales performance and recommend improvements
- Ensures partner compliance with partner agreements and proactively resolve conflict
- Create, edit, modify, and present in Powerpoint, Keynote, or Google Slides
- Deliver Channel presentations and attend sales meetings and partner conferences
- Collaborate directly with both GreenLancer's internal marketing team and the Channel's marketing team on joint marketing activities and campaigns such as trade shows, webinars, and other promotional activities
- Educate and train distributor sales agents on how to resell GreenLancer's white labeled services through programmatic channels
- Collaborate with internal sales teams on specific deals and help identify opportunities, via partners, as a growth lever for their books of business
- Track, analyze and communicate key metrics and business trends to demonstrate results.
- Maintain subject matter expertise of solar ecosystem and stay up-to-date with storage and EV charging tech trends and competitor activities



Other Benefits

GreenLancer offers a generous employee reward package that includes:

- Comprehensive benefits including health insurance
- Competitive base compensation & commission structure
- Paid time off
- Cell phone allowance and/or reimbursement for car mileage car allowance
- Work remote from your home office
- Provided Laptop, monitors, Telephones (VOIP), standup desk.
- Flexible working schedule with proper coordination.

About GreenLancer

Founded in 2013, GreenLancer has helped over 150,000 homeowners and businesses go solar by connecting solar installers with specialty service providers on our web-based marketplace. Our mission is to accelerate the adoption of renewable energy by making solar installers more efficient and reducing barriers to solar expertise. In 2018, GreenLancer launched a telecom division that is accelerating the deployment of 5G and wireless communications, and in 2021 a EVSE division.

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.