



## Job Description – Sr. Channel Marketing Specialist

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**Job Title:** Sr. Channel Marketing Specialist  
**Department:** Marketing - Channel Marketing  
**Reports To:** Manager of Channel Marketing

**Location:** Markham, ON

### **Job Description Overview:**

This key marketing role will lead B2B channel and vertical market marketing and execution strategy to increase ASUS' market share in North America. The Sr. Channel Marketing Specialist will define B2B channel marketing strategy, develop, and execute demand generation programs, and create marketing tools to aid the sales process. The Sr. Channel Marketing Specialist will establish alignment with internal marketing, sales, and product management teams as well as build influence across the key stakeholders.

This role will need to perform and review periodic market and program analysis of targeted customers and channel partners. Develop in-depth value proposition for each key product/series and provide communication tools to aid the delivery. Manage the overall lifecycle of the GTM strategy and ensure alignment with key stakeholders.

### **Essential Duties and Responsibilities:**

- Define B2B quarterly channel marketing plans in accordance with overall business goals and objectives. The plans cover distribution, retail, and select vertical markets.
- Execute B2B marketing plans (owned or paid) with KPIs in mind, analyze results and optimize
- Develop channel-wide demand generation campaigns or programs, promote to external stakeholders, and track results
- Collaborate with internal stakeholders to manage MDF with a critical eye on ROI and its end to end process including creation of MDF plans, approvals, briefing and content creation, and POE collection/approval
- Plan and execute B2B channel events; participate at tradeshow and vertical market events to assist in lead generation, communicate the value proposition of the products and use cases
- Manage channel marketing deliverables, including customer loyalty programs plus ownership of A+ asset creation in collaboration with the Sales, Product Marketing and Design teams
- Maintain B2B channel events calendar (ASUS' own and customer events), plan, execute and analyze results
- Quarterly review with key partners to set goals and ensure targets are met
- Perform other job duties as assigned\*

### **Required Qualification:**

#### **Years of Education**

- Bachelor's degree (B.A. or B.S.) in Business, Marketing, Technology, or equivalent.



### **Work Experience**

- 3~5+ years of experience in CE or B2B marketing, channel experience highly preferred

### **Knowledge and Skills**

- Excellent presentation skills, ability to define effective marketing tactics, strong negotiation and financial analysis skills
- Knowledge of Retail and Business to Business markets, including processes and key players
- Passionate attitude for sales and marketing as an enabler for a company's growth
- Experienced in building partnerships that help customers grow their businesses and deeply understands customer relationship-building as a discipline
- Discipline of working with people; is structured in his/her approach to leading teams through complex channel marketing process and resource management
- Experienced and adept at getting people working towards a common goal; consistently demonstrates strong people management skills
- A leader who consistently demonstrates integrity and honesty
- Good understanding of PC technologies, able to deliver product messaging and value position verbally and written
- A good understanding of the creative aspect of marketing, well versed in digital and print creative process and able to communicate to the production team and influence the process
- Capable at copywriting for technical products and asset creation from the ground up
- Organized with strong prioritization skills
- Creative and innovative
- Excellent written and verbal communication skills in English

### **Preferred Qualifications:**

- Technology experience, particularly in PCs and mobile products is preferred
- Channel marketing experience is highly preferred
- Program management experience is a plus

**Working Conditions:** (ex: Typically works in an office environment, involving sitting certain hours a day, lifting up to 15 pounds, etc.)

- Office environment
- Approximately 15% travel

(\*Job functions are subject to change at any time)

### **Application**

- Please email your resume and cover letter to: [CanadaHR@asus.com](mailto:CanadaHR@asus.com) and include the job title in the subject line.



- We thank all applicants for their interests but only selected candidates will be contacted for an interview.
- ASUS is compliant with the *Accessibility for Ontarians with Disabilities Act, 2005* , and recognizes its obligation to provide accommodation in the job application process to persons with disabilities on request, up to the point of undue hardship. Requests for accommodation should be directed to Human Resources.