



# Channel Manager - North

Prepared by: People Operations

Department Name: HR

Email: [recruitment@cirrusresponse.com](mailto:recruitment@cirrusresponse.com)



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# 1 Job Description

**Team:** Channel

**Location:** Remote

## 1.1 Role Profile

A Channel Manager at Cirrus is responsible for creating and sustaining new sales opportunities and contracts, establishing, and maintaining a good working rapport with partners across various departments and dealing with channel programs, working on promotion ideas and plans to increase sales through events and other activities. The Channel Manager is the figurehead for the revenue department when dealing with the partner community and must maintain the highest professional and ethical standards whenever they represent Cirrus.

## 1.2 The Scope of The Role

**Reports to:** Channel Director

The Channel Manager will be required to perform a varied range of tasks, duties, and responsibilities while doing their job. Some of these tasks, duties and responsibilities have been listed below to provide a general indication of the day-to-day role. The Channel Manager will be required to work outside of the Head Office, at partner and end customer premises and from home. The role will require frequent travel throughout the UK, and on occasion, internationally.

## 1.3 Responsibilities of the Role

### 1.3.1 Planning:

- Creates channel plans that support the strategic direction set by the Channel Director and correlate with annual sales targets; submits annual plans to the Channel Director for approval.
- Plans and delivers effective, impactful partner presentations.
- Develops and monitors strategies for ensuring the long-term viability of the partner programme.
- Develops and creates plans for growing market share inside the partners.
- Monitoring and reporting competitor activity inside the partners
- Ensures that partner documentation of presentations, financial reports, supplier contracts, price quotations and other paperwork are prepared and kept up to date with relevant content and processes, working closely with marketing.

### **1.3.2 Partner and Peer Management:**

- Promotes a partner programme that reflects the organisation's values, encourages good performance, and rewards results.
- Works closely with Commercial department in on-boarding new partners.
- Training partners on sales techniques and information on new products relevant to Cirrus portfolio
- Assists partner commercial activities, making sure that propositions are 'ready-to sell' and the partner is fully enabled.
- Upskilling and assisting peers and other staff on the partner programme.
- Oversees operational partner management to confirm all elements of the partner are being met.
- Attends relevant trade shows, seminars, product launchings and other events related to his industry.
- Working closely with marketing to drive partner innovation ideas forums and awards and rewards events.

### **1.3.3 Target Management**

- Develops forecasts that supports growth plans and submits reporting analytics for board approval.
- Develops and notifies forecast gaps and ensures that partner management and targets are closely monitored and reported on.
- Provides prompt, thorough, and accurate information to keep the business and revenue department appropriately informed of the partners risk/issues/opportunities.

## **1.4 Experience**

- Demonstrated track record in cultivating and nurturing relationships with key clients, particularly within the contact centre or customer service sector.
- Thorough understanding of contact centre technology and solutions, encompassing diverse communication channels like voice, email, chat, and social media.
- Proficiency in analysing market dynamics, pinpointing growth prospects, and devising strategic initiatives to bolster the organisation's footprint in the contact centre market.
- Outstanding communication, negotiation, and presentation abilities, enabling effective conveyance of intricate ideas and solutions to audiences spanning technical and non-technical domains.

## **1.5 Skills**

- Client relationship management
- Knowledge of contact centre technology
- Market analysis
- Strategic planning

- Communication skills
- Negotiation skills
- Presentation skills
- Analytical skills
- Networking
- Leadership abilities

## **1.6 Security Protocol**

- You must have the right to work in the UK without need for sponsorship.
- As part of this role, you may be required to go through enhanced background checks. It will be essential for you to cooperate fully with the application process to obtain future DBS and BPSS, or other enhanced background checks as required.
- The Company is required by law and other regulations to comply with data protection and confidentiality and best practice information security governance.
- It is therefore your responsibility to maintain Company and client confidentiality at all times. You must not disclose any secrets or other information of a confidential nature relating to the Company or its business, or in respect of any obligation of confidence which the company owes to any third party, during or after your employment expect in the proper course of employment or as required by law.
- It is your responsibility to understand our Information Security Policy in full and to implement any further developments as required.
- It is your responsibility to observe and be compliant with all additional regulations in the Employee Handbook.