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Marketer Competencies

Channel Management (Distribution Development; Category Management)

Capacity to develop an effective channel management strategy, aligning the organisation's overall business, marketing and sales strategies. Ensures that there is a clear channel to market for their products and services. Ability to select the most effective channels to promote, sell and distribute the organisation's products, services and value propositions. Through strong channel management, builds more effective relationships between the business and its customers.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Contributes to the development of an effective channel strategy and plays a key role in implementing "channels to market" action plans. Identifies the most effective channels and partners to best target their chosen customer segments, to address customer needs and to achieve sales and other business objectives. Operational responsibility for a specific channel or a group of channel partners. Seeks to build effective and sustainable business relationships with channel partners. 	1 2
2 Developing	<ul style="list-style-type: none"> Develops the marketing plans to direct marketing activity to support and motivate channel partners to promote their products and services. Responsible for operational channel marketing and directs particular promotional efforts at specific links in the channels such as distributors, wholesalers or retailers. Develops the required marketing communications strategies with channel partners to most effectively communicate with customers and as a result deliver on the organisation's marketing and sales objectives. 	3
3 Solid	<ul style="list-style-type: none"> Develops the overall channel strategy and ensures that the agreed strategy is clearly aligned and supported by the overall marketing strategy. Manages key relationships with channel partners and leads key negotiations on behalf of the business and is a key point of escalation in addressing relationship challenges with partners. Performance manages channel partners and puts in place clear action plans to address performance issues, in a timely fashion. 	4
4 Strong	<ul style="list-style-type: none"> Drives the overall channel management strategy for the organisation and continuously reviews the available channels to market. Considers the relative control or dependency which the business has in relation to its current channel partnership arrangements. Makes the most effective use of technology including market analytics and digital marketing to create the most successful channel management strategies for the organisation. Ensures that the marketing and channel management strategies are closely aligned to ensure that clear synergies are achieved between the marketing and sales efforts. 	5
5 Exceptional	<ul style="list-style-type: none"> Working with the board and the executive team to ensure an effective channel management strategy that is fully integrated with the overall business strategy. Represents the organisation in managing relationships with key strategic partners, including channel partners. Leads negotiations and reaches final agreement to ensure the business has the most effective partners, in their chosen channels. Works with the marketing team and other functional managers to build effective channel management expertise within the business. Ensures that the organisation's channels to market strategies are a key driver of business growth and competitive advantage. 	6 7