



Channel Marketing Job Profile

Job Family: Channel Marketing Department: Customer Engagement Function: Customer Care Reports to: Managers, Sr. Managers, Director	Last Updated: April 2011
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Job Family Summary	Develop and manage program marketing campaign tactics and execution channel efforts in support of company programs and products. Focuses on management from inception to close of campaign, managing the scope, schedule and costs of the effort. <ul style="list-style-type: none"> MARKETING PLAN EXECUTION: Partner with Program Marketing colleagues to understand marketing strategy and to execute specific plan elements. Oversees development, production and in-market execution of collateral, online/web (pge.com), event management, grassroots and community outreach. PROCESS MANAGEMENT: Develop, manage and improve enabling processes for Solutions Marketing. Including: claims, budget, "COA" (including CSR/Gen Ref updates), diverse vendor and executive reporting. COST EFFECTIVENESS: Leverage campaign results and negotiated vendor costs to improve marketing execution and vendor efficiencies and effectiveness. BUDGET TRACKING / MANAGEMENT: Manage marketing operations budget, track spending, recommend channel related budgets and budget allocation to achieve overall goals. VENDOR / CONTRACT MANAGEMENT: Develop and manage vendor / contractor agreements working with internal business partners. Ensure all contracts and vendor agreements and work meet all contractual, regulatory and PG&E sourcing requirements and that services and payments are rendered as expected.
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Job Title	Channel Marketing Manager, Associate	Channel Marketing Manager	Channel Marketing Manager, Senior	Channel Marketing Manager, Expert	Channel Marketing Manager, Principal
Position Title	Channel Marketing Manager, Associate	Channel Marketing Manager	Channel Marketing Manager, Senior	Channel Marketing Manager, Expert	Channel Marketing Manager, Principal
Job Level	Associate	Career	Senior	Expert	Principal
SAP Code	50419527	50419528	50419529	50419530	50419531
FLSA Status	Exempt	Exempt	Exempt	Exempt	Exempt
Distinguishing Characteristics	Assist with the development and execution of specific marketing activities and pieces. Keep track of budget and alert partners of unusual matters. Work with vendors on deliverables and review for adherence to standards and terms of the contract. Organize and present research, data, and information as directed. Communicate with peers in and outside of the department, providing information or exchanging customer data and campaign materials.	Work with marketing team to ensure execution of tactical channel elements as outlined by marketing plan. Analyze results and make recommendations to improve on future executions, both operationally and financially. May manage planning, execution, and budget controls for channel efforts. Communicate with peers in and outside of the department, providing information or exchanging customer data and campaign materials.	Works on more complex campaigns with various channel approaches. Work with marketing team to ensure execution of strategic channel elements as outlined by marketing plan. Analyze results and make recommendations to improve on future executions both operationally and financially. May manage strategy, planning and budget for channel efforts. Communicate with peers and managers in and outside of the department to provide updates and coordinate efforts. May partner with marketing team to take plan from ideation to execution.	Manage planning and execution for new, innovative and complex marketing efforts that involve multiple programs, various industries or market segments. Works with Directors and Managers across functions to secure direction, input, feedback and agreement on marketing efforts. Communicate with peers and leaders in and outside of the department to provide updates and coordinate efforts and influence leaders and decision makers. Manages new and large vendor contracts and relationships. May lead and manage cross-functional projects and initiatives on behalf of the department.	Manage planning and execution for highly complex marketing efforts that involve multiple programs, various industries or market segments. Works with senior management and with leaders across functions to secure direction, input, feedback and agreement on marketing efforts to secure execution of highly complex campaigns that have significant company wide impact. Communicate with peers and leaders in and outside of the department to provide updates and coordinate efforts and influence leaders and decision makers. Manages new and large vendor contracts and relationships. Leverages thought leadership about specific channels to define the business opportunity and metrics, recommend resources and executional plan, and launch significant new channel opportunities.



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Minimum Education and Experience Required	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience. Prior related work experience preferred.	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience. Minimum of 2 years of related work experience. Prior vendor or contract management experience.	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience. Masters Degree preferred Minimum of 4 years of related work experience. Prior vendor or contract management experience.	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience. Masters Degree preferred Minimum of 6 years of related work experience. Prior vendor or contract management experience.	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience. Masters Degree preferred Minimum of 8 years of related work experience. Typically, familiarity with utilities, operations, energy efficiency and demand side management concepts and programs. Prior vendor or contract management experience.
License/Certification	NA	NA	NA	NA	NA
Knowledge, Skills, and Abilities	<ul style="list-style-type: none"> • Basic understanding of creative development project management process • Excellent verbal and written communication skills. • Teamwork and collaborative skills especially in a matrixed environment. • Strong organizational skills, ability to prioritize, meet deadlines and track and stay on budget. • Proven ability to effectively resolve issues/problems. • Strong desire to take initiative. • Able to effectively manage project budgets 	In addition to those for Associate, Career requires: <ul style="list-style-type: none"> • Full understanding of creative development project management processes • Ability to build and maintain positive working relationships with a wide-variety of cross-functional teams and build agreement. • Ability to guide and implement strategic development with a customer focus. • Ability to manage multiple external third parties such as agencies, printers, etc. • Demonstrated ability to create compelling business cases and recommendations for projects the Career manager oversees 	In addition to those for Career, Senior requires: <ul style="list-style-type: none"> • Demonstrated ability to lead or effectively work within multi-functional teams in a matrixed environment • Ability to present findings and recommendations to function management • Ability to understand and translate marketing strategy into complex and inter-related marketing campaigns 	In addition to those for Senior, Expert requires: <ul style="list-style-type: none"> • Director level communication • Ability to influence leaders across the organization • Inter-organizational management of complex projects • Oversight for large (multi-project/ or large initiative) budget. • Knowledge of industry benchmarks and best practices 	In addition to those for Senior, Principal requires: <ul style="list-style-type: none"> • Ability to present to senior management • Ability to translate department and organizational goals into channel marketing strategy working with senior management • Unique knowledge and expertise in specific areas of channel marketing that management relies on



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Technical Competency	Technical Competency Description	Channel Marketing Manager, Associate	Channel Marketing Manager	Channel Marketing Manager, Senior	Channel Marketing Manager, Expert	Channel Marketing Manager, Principal
Project Management	Effectively structures and controls work on a project; integrates all aspects, ensures that work progresses on schedule and that work meets specification or required standard.	Novice	Proficient	Advanced	Master	Master
Research and Analysis	Monitors, gathers and analyzes information, determines potential impacts, and recommends responses to challenges.	Novice	Proficient	Advanced	Advanced	Master
Vendor Management	Monitors vendor agreements, conducts cost-benefit analysis and communicates with vendor	Novice	Proficient	Advanced	Master	Master
Presentation Skills	Demonstrates skill in delivering clear, understandable oral presentations to groups; effectively organizes and tailors presentation to meet the needs of the audience.	Novice	Proficient	Advanced	Advanced	Master
Organizational Savvy	Grasps the workings of the total organization as a formal and informal system; aligns and maneuvers organizational resources and internal politics skillfully to solve problems or accomplish goals.	Novice	Proficient	Advanced	Advanced	Master
Resourcefulness	Finds ways to get the job done even when normal channels, materials and methods do not work	Novice	Proficient	Advanced	Advanced	Master
Communications Management	Manages communication activities to ensure all communication pieces clearly and accurately describe information in common, understandable terms and are consistent with company guidelines, policies, and procedures.	Novice	Proficient	Advanced	Advanced	Master

***Proficiency Levels**

Novice: Demonstrates general understanding of knowledge, principles, and/or applications of the area; is able to complete routine assigned tasks with minimal guidance or supervision.

Proficient: Demonstrates solid understanding of knowledge, principles, and/or applications of the area; is able to complete moderately complex projects, with minimal guidance and supervision.

Advanced: Demonstrates advanced understanding of knowledge, principles, and/or applications of the area; is able to understand complex ideas and make recommendations in this area. May function as a Lead or Mentor to other members of the team.

Master: Demonstrates mastery of knowledge, principles, and/or applications of the area; is able to lead and direct others in this area.