



International Channel Development Lead (Sales Department)

Sales Department Summary

Walker Manufacturing sells products solely through a two-step distribution sales channel via 46 distributors worldwide, each with exclusive geographic territory. These 46 distributors maintain a diverse dealer network of 600+ active, outdoor power equipment dealerships providing new inventory, knowledgeable salespeople, local marketing, proper branding/merchandising, and excellent after-the-sale technical service for their local territory. The Sales Department at Walker Manufacturing is the primary communication link between the manufacturer and the distributor/dealer, coordinating extensively internally and externally to ensure brand growth and an exceptional customer experience.

Job Description Summary

The International Channel Development Lead influences and deepens existing and new export channel partner relationships, primarily at the distributor level. This person is responsible for clearly communicating program and product changes in order to maximize distributor and dealer success. This is accomplished by developing and managing factory-sponsored programs, providing effective sales support data and communication, and providing consultative and advisory support to the sales channel. **The position may be based in Europe or in the US, depending on the candidate.**

Essential Duties and Responsibilities

- Maintain relationships with export distribution colleagues
- Administer and promote dealer and distributor sales and marketing programs
- Utilize written and video communication to provide timely updates to export markets served
- Identify opportunities to further develop distributors' teams and dealer coverage
- Be the key relationship point of contact between Walker Manufacturing and the distribution channel
- Provide clear written and verbal communication on program and product changes and, where possible, in native languages
- Support and train channel salespeople
- Coordinate cross-departmental help to plan and execute events and training classes
- Track and communicate key metrics internally and externally, with recommendations on actionable items

Knowledge and Skill Requirements

- Strong written and verbal communication skills
- Can identify and assimilate critical performance data to make sound decisions
- Confident and comfortable with public speaking and presenting
- Demonstrated leadership and people management
- Demonstrated ability to effectively address and resolve conflict in a timely manner

Preferred Experience and Qualifications

- Bachelor's degree in a business-related field or equivalent practical work experience
- Seven+ years of experience with primary duties including relationship management, project management, marketing or leadership
- Business planning and financial analysis skills to identify opportunities and risks in various business models
- Willingness to travel (If based in Europe, minimum six trips to Walker Manufacturing per year. If based in the US, willingness to travel to Europe or other export markets monthly)
- Multi-lingual preferred
- Computer skills, including Google Workspace, Microsoft Excel

