



Channel Marketing Manager US Office – Geneva, IL

Airthings' mission is to ensure that people around the world take control of their Indoor Air Quality through simple, affordable and accurate technology solutions – making radon and air quality detectors as common as smoke detectors. Airthings' distribution spreads across 50 different countries and has received multiple awards over the years for product design and company performance.

We are growing fast and are looking for a Channel Marketing Manager to join our US team and be part of our next phase of growth. The candidate will need to be adaptive, work well cross-functionally, have experience with consumer products, preferably in the IOT space, and can creatively lead and establish our placement in the market.

The Channel Marketing Manager will be responsible for the creation and execution of Airthings marketing programs in the US, across all channels (B2C and B2B) and will become an expert in the market – customers, retailers and competition.

Key Responsibilities:

- Understand the market inside and out. Be the expert.
- Customize Airthings marketing material for US market.
- Understand the customer journey process pre and post purchase.
- Work with the sales team to prepare promotional activities and maintain a calendar of events.
- Work with Airthings Corporate Marketing team to manage all online and offline content and POS materials.
- Design, execute and measure direct and channel marketing programs that elevate and build awareness for The Airthings brand while optimizing sales conversion across all channels.
- Work with 3rd party agencies to help us achieve channel partner success.
- Manage and maintain an updated promotional calendar across all channels to mitigate any pricing or promotional channel conflicts.
- Work cross functionally with sales team to develop and manage product launch plans that may be unique to each channel of business or to a specific account. Launch activities may include, but are not limited to creation of all print and digital marketing assets, point of purchase materials, product merchandise displays, product trainings, social media campaigns, etc.
- Prospect and qualify affiliate partners that align with the brand and our core consumer.
- Become proficient with our CRM and project management tools to manage all partner contacts and ensure project timelines are being met by partnered companies.
- Attend all trade marketing events and be an advocate of the brand and valued product expert.
- Work with Customer Support to help manage customer reviews.

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Required Qualifications:

- BA/BS in business or related field required and 3-5 years' experience preferred in Marketing and/or Sales.
- Collaborative skills, internal and external.
- Strong communication and relationship management skills and the ability to think creatively.
- Strategic thinker and decisive.
- Ability to research, analyze and present markets and competition.
- Ability to meet deadlines.
- Fluent in English, written and spoken.
- Proficiency in Microsoft Office suite (Excel, PowerPoint).
- Channel Marketing Manager will work in Geneva, IL office.

Benefits:

- Headquarters located in downtown Oslo, Norway; USA office in Geneva, Illinois.
- Position based out of Geneva, IL Office.
- Be a key member of a growing USA team in conjunction with a great international team in Oslo.
- Work with an experienced and professional team with a long track record of success creating top level smart products with international success.
- Competitive compensation package.
- Please send your application including your resume to hirus@airthings.com by June 15th.

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