



**POSITION TITLE:** Partner Channel Manager

**LAST UPDATED:** October 2018

**LOCATION:** Canberra, ACT

*Ready to join a transformational team working at the forefront of location data intelligence?  
It's an exciting time to be part of the growing PSMA team.*

## **ABOUT THE ROLE**

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Our success and growth in the location data market is dependent upon our ability to build a partner ecosystem that can create and deliver intelligent solutions for our customers. The Partner Channel Manager role is a key business development role in the organisation and will drive profitable revenue growth from new and existing partners.

The primary role of the Partner Channel Manager is to own and drive the growth and performance of the partner community in line with the business strategy, with a secondary role ensuring our sales and technical teams are engaging with these partners to deliver the desired revenue results.

As PSMA's Partner Channel Manager you will define the partner channel strategy, lead partner recruitment and enablement efforts, and accelerate partner growth by identifying partner capabilities, assisting partners in developing their location-enabled offerings and then working directly with partners and the sales team to drive sales opportunities.

### **Partner recruitment**

1. Build the partner pipeline:
  - Understand PSMA market drivers and business priorities
  - Define the partner channel development strategy in consultation with the leadership team
  - Identify potential partners to recruit
2. Recruit the most impactful partners:
  - Develop direct relationships with target partners and conduct structured qualification
  - Sell the value of PSMA data solutions in the context of the partner's business model
  - Recruit and onboard partners into the program and ensure they have the skills and tools to lead sales independently

### **Enable and drive partner success**

3. Manage and grow partner accounts:
  - Understand the partner's sales process, product line, marketing and competitive landscape through structured business reviews
  - Enable partner sales by positioning PSMA products, negotiating licensing agreements, coordinating technical pre-sales support and supporting partner pricing
  - Define and measure partner KPIs and align this with tiered partner offerings
  - Ensure partners participate in events and briefings as appropriate

#### 4. Drive impactful co-marketing

- Work with the PSMA marketing team to develop partner campaigns
- Influence partners' marketing plans for maximum impact
- Measure and improve the impact of co-marketing activities

### **WHO WE'RE LOOKING FOR: ATTRIBUTES**

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To be successful in this role you will need a proven ability in building strategic partner relationships that have delivered enduring business value, contributing both to PSMA's growth and that of our partners.

From your first day, you'll bring:

- a dedication to building trusted partner relationships and delivering exceptional partner experiences
- a commitment to continuous improvement of all business processes
- an insatiable professional curiosity and desire to improve your personal brand and domain knowledge
- a commitment to providing leadership through collaboration and influence
- a solution mindset with a positive can-do attitude
- a relentless focus on the delivery of business outcomes
- the ability to communicate complex concepts in plain yet compelling language
- a passion for the application of Agile principles in all aspects of your work

Importantly, we need you to be a role model of PSMA values and enhance our already impressive [team culture](#).

### **WHO WE'RE LOOKING FOR: SKILLS**

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To perform in this role, you'll need skills and experience in:

- Successfully growing partner channels in the data or technology industry (3-5 years)
- Conducting commercial negotiations with senior executives/business owners within the partner organisation
- Developing and implementing effective business development strategies
- Influencing the product and marketing priorities of partners to generate revenue growth
- Relevant tertiary qualifications are desirable

### **PSMA: JOIN OUR TEAM OF INNOVATORS**

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PSMA's team of innovators are passionate about providing location data for a digital world.

PSMA actively sources geospatial information from all levels of government and through private sector partnerships. We standardise and integrate the data, assuring its quality, and then transform it into authoritative products that are highly valued by customers. In support of our existing products and services, PSMA is also growing a portfolio of APIs for use in internet-connected applications.

We're operating within a rapidly growing data economy, which is increasingly reliant on high-quality location data to drive business and government outcomes. That's why we have to continue to demonstrate that we can provide reliable and accurate infrastructure to meet consumer expectations.

To achieve our best as a team while staying strong and united, we're driven by a culture program where our values drive our behaviors. These foundational values are:

- RESPECT for our people
- PASSION for what we do
- LEADERSHIP courage to be adventurous with ambiguity
- KNOWLEDGE through professional development and mentoring.

This team culture, combined with a focus on equality and diversity in the workplace, makes PSMA a great place to work.

**Are you ready to join us?**

