

# Job Description

## Channel Account Manager (“AM”)

JOB OVERVIEW			
<b>JOB TITLE</b>	Channel Account Manager		
<b>JOB LOCATION</b>	Melbourne, VIC		
<b>GENERAL DESCRIPTION</b>	This role focuses on channel development. The successful candidate will proactively identify, engage, and onboard new channel partners to support the growth of the company's product portfolio.		
<b>DIVISION / DEPARTMENT</b>	Channel Sales	<b>SUBDIVISION</b>	N.A.
<b>REPORT TO</b>	Channel Sales Director	<b>EMPLOYMENT TYPE</b>	Full Time , On-site
POSITION DETAILS			
<b>RESPONSIBILITIES AND DUTIES</b>	<p>Your responsibilities include but are not limited to the duties listed here:</p> <ul style="list-style-type: none"> <li>• Develop and expand channel customer relationships to support sustainable sales and market growth</li> <li>• Establish and execute channel and account development strategies aligned with business objectives</li> <li>• Identify, evaluate, and prioritise new business opportunities and target accounts</li> <li>• Proactively engage with prospective channel partners and, where applicable, existing accounts to drive channel expansion</li> <li>• Deliver value-added customer engagement, including product presentations, demonstrations, and Proof of Concepts (PoC)</li> <li>• Support channel partner growth through effective engagement initiatives, training programs, and ongoing communication</li> <li>• Conduct vertical industry and regional market research to support targeted channel development</li> <li>• Design and present appropriate product offerings, and support tender responses, RFIs, and RFPs as required</li> <li>• Represent the company at customer meetings, industry events, and regional activities to strengthen relationships and generate new leads</li> <li>• Monitor market trends and competitive dynamics, and provide timely market intelligence, insights, and feedback to support business planning and product development</li> <li>• Collaborate closely with sales, technical, operations, and support teams to ensure successful solution delivery and alignment with channel strategy</li> <li>• Contribute to case studies, best practices, and knowledge sharing to support continuous improvement across the team</li> <li>• Complete required reporting, KPI planning, and other ad hoc duties in line with business needs</li> </ul>		
<b>PERFORMANCE INDICATORS</b>	<ul style="list-style-type: none"> <li>• Market growth and sales revenue based on account levels</li> <li>• Develop of new accounts/channels for introducing new product</li> <li>• New leads generated and follow up of opportunities</li> <li>• Proactive customer engagement activities</li> <li>• Market intelligence, strategic planning and marketing event involvement</li> <li>• Work record/report, communication, and contribution of experiences, cases studies, etc</li> <li>• Team work and execution on company business plan</li> <li>• Response to customers and customer satisfaction</li> <li>• Code of Ethics (honesty, responsibility, adaptability, respect for persons, commitment, etc)</li> <li>• Self-improvement of working skills</li> <li>• Company policy compliance</li> </ul>		

<b>QUALIFICATIONS, SKILL &amp; EXPERIENCE - ESSENTIAL</b>	<ul style="list-style-type: none"> <li>Proven experience in B2B sales, channel development, or business development roles</li> <li>Prior experience in the security industry is preferred</li> <li>Background in electrical, construction, trade, or other field-based industries will be highly regarded</li> <li>Demonstrated ability to develop new customers and business relationships in competitive markets</li> <li>Fluency in both English and Mandarin</li> <li>Outstanding presentation and demonstration skills, with the ability to clearly articulate product value and solutions to customers</li> <li>Strong interpersonal, communication, and relationship-management skills</li> <li>Ability to engage with customers of varying sizes, business models, and communication styles</li> <li>Experience managing channel dynamics and resolving customer or partner issues</li> <li>Self-motivated, well-organised, and able to work independently in a field-based role</li> <li>Willingness and ability to travel interstate on a regular basis</li> </ul>		
<b>QUALIFICATIONS, SKILL &amp; EXPERIENCE - DESIRABLE</b>	<ul style="list-style-type: none"> <li>Channel management and development experience</li> <li>Research &amp; Strategy planning skills</li> <li>CRM System experience and knowledge</li> <li>Competition management skills</li> <li>Sales management and statistical skills</li> <li>Adaptability, cross-cultural communication</li> </ul>		
<b>SPECIAL REQUIREMENT</b>	<ul style="list-style-type: none"> <li>Bilingual English and Mandarin</li> </ul>		
<b>POSITION FILLED</b>			
<b>PERSON HIRED</b>		<b>DATE HIRED</b>	
<b>APPROVED BY: NAME &amp; TITLE</b>			
<b>EMPLOYEE SIGN</b>			