

Job Description

Channel Account Manager (“AM”)

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



QUALIFICATIONS, SKILL & EXPERIENCE - ESSENTIAL	<ul style="list-style-type: none"> • Proven experience in B2B sales, channel development, or business development roles • Prior experience in the security industry is preferred • Background in electrical, construction, trade, or other field-based industries will be highly regarded • Demonstrated ability to develop new customers and business relationships in competitive markets • Fluency in both English and Mandarin • Outstanding presentation and demonstration skills, with the ability to clearly articulate product value and solutions to customers • Strong interpersonal, communication, and relationship-management skills • Ability to engage with customers of varying sizes, business models, and communication styles • Experience managing channel dynamics and resolving customer or partner issues • Self-motivated, well-organised, and able to work independently in a field-based role • Willingness and ability to travel interstate on a regular basis
QUALIFICATIONS, SKILL & EXPERIENCE - DESIRABLE	<ul style="list-style-type: none"> • Channel management and development experience • Research & Strategy planning skills • CRM System experience and knowledge • Competition management skills • Sales management and statistical skills • Adaptability, cross-cultural communication
SPECIAL REQUIREMENT	<ul style="list-style-type: none"> • Bilingual English and Mandarin
POSITION FILLED	
PERSON HIRED	<div data-bbox="932 1039 1161 1106"> DATE HIRED </div>
APPROVED BY: NAME & TITLE	
EMPLOYEE SIGN	