

Fidra Tech	Job Description	Ref No.: FTHR0X260109
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Job Title: **Partnerships Manager**

Role Overview

The Partnerships Manager is responsible for identifying, approaching, onboarding, and managing business partners to join the company's digital platforms. This role plays a critical part in building a strong partner ecosystem by enabling businesses to list their offerings, services, or properties on the platforms, driving platform growth, content supply, and market adoption.

The Partnerships Officer acts as a key external-facing representative of the company, developing long-term relationships with partners and ensuring a smooth onboarding experience from initial engagement through active listing and ongoing collaboration.

Key Responsibilities

Partner Acquisition & Outreach

- Identify and approach potential business partners, including real estate agencies, developers, brokers, service providers, and relevant commercial entities.
- Conduct outreach through meetings, calls, presentations, and networking to introduce the platform and partnership value proposition.
- Build and maintain a strong pipeline of prospective partners aligned with platform objectives.
- Represent the company professionally in external meetings, events, and partner engagements.

Partner Onboarding & Enablement

- Manage the end-to-end onboarding process for new partners, from initial agreement to platform activation.
- Support partners in setting up accounts, profiles, and listings on the platform.
- Ensure partner data, listings, and documentation meet platform quality and compliance standards.
- Coordinate with internal teams to resolve onboarding issues and ensure a smooth partner experience.

Relationship Management & Growth

- Act as the primary point of contact for onboarded partners.
- Build trusted, long-term relationships with partners to drive retention and engagement.
- Encourage partners to actively use the platform, maintain up-to-date listings, and adopt new features.
- Identify opportunities to expand partnerships, increase listing volume, and drive mutual growth.

Commercial & Performance Support

- Support partnership negotiations in coordination with management, including commercial terms and agreements.
- Monitor partner activity, listing performance, and engagement levels.
- Collect feedback from partners to improve platform features, onboarding processes, and partner experience.
- Assist in developing partnership programs, incentives, and promotional campaigns.

Coordination & Reporting

- Maintain accurate records of partner interactions, agreements, and onboarding status.
- Track partnership KPIs and provide regular performance reports.
- Coordinate with Sales, Marketing, Product, Legal, and Operations teams to support partner success.
- Ensure alignment between partner needs and platform capabilities.

Cross-Functional Collaboration

The Partnerships Officer will work closely with:

- **Business Development & Sales** – to align partnership strategy with growth objectives.
- **Product & Platform Teams** – to support partner onboarding and feature adoption.
- **Marketing** – to promote partners and increase listing visibility.
- **Legal** – for partnership agreements and compliance requirements.
- **Operations & Support** – to ensure ongoing partner satisfaction.

Key Performance Indicators (KPIs)

- Number of new partners onboarded
- Partner activation and listing completion rate
- Growth in active listings on the platform
- Partner retention and engagement levels
- Time-to-onboard partners
- Partner satisfaction and feedback scores
- Contribution of partnerships to platform growth

Required Experience & Qualifications

Experience

- 3–6+ years of experience in partnerships, business development, sales, or account management.
 - Experience working with platforms, marketplaces, ecommerce, or listing-based businesses is a strong advantage.
 - Proven ability to engage and onboard external business partners.
 - Experience in real estate, classifieds, technology platforms, or B2B services is a plus.
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Professional Skills

- Strong communication, presentation, and negotiation skills.
 - Relationship-driven mindset with a consultative approach.
 - Ability to explain platform features and value propositions clearly to partners.
 - Strong organizational skills and ability to manage multiple partnerships simultaneously.
 - Comfortable working in a target-driven, fast-paced environment.
 - Proficiency in CRM systems, onboarding tools, and digital platforms.
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Education

- Bachelor's degree in Business Administration, Marketing, Management, or a related field.
- Relevant certifications in sales, partnerships, or digital platforms are a plus.