

# ROLE PROFILE

<b>Position Title:</b> Senior Analyst Partnerships	<b>Reporting to:</b> Senior Manager Partnerships
<b>Business Unit:</b> Business	
<b>Division:</b> Business Solutions	<b>Department:</b> Partnerships

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible for analysing, evaluating, and managing strategic partnerships that align with Ooredoo's business objectives. The role involves conducting in-depth research, data analysis, and financial modelling to assess potential partnerships, ensuring they deliver value and align with Ooredoo's growth strategies. Supports the Manager in partnership development, helping to monitor and evaluate the performance of current partnerships and identifying new opportunities that contribute to business growth. It's critical role in tracking market trends and providing insights into partnership performance and revenue growth</p>	<p><b>Functional Context:</b> Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The department drives strategic partnerships within OQ's B2B, focusing on innovative solutions, enhanced service offerings, and business growth. These partnerships, ranging from product and innovation to delivery and service, aim to create mutual benefits for both the B2B department and its customers. The department mandate includes identifying potential partners, evaluating them, establishing robust relationships, and continuously monitoring and adjusting partnership conditions. This ensures swift partner onboarding and seamless integration of resources, products, and processes into OQ's operations, supported by comprehensive documentation and meticulous processes. The team operates in two modes: responding to specific partnership requests from other departments (e.g., Product Hub, Professional Services) and proactively scouting partners based on industry trends and market opportunities.</p>
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## B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> <li>Conduct detailed financial analysis, including cost-benefit analysis, ROI calculations, and revenue projections to evaluate the viability of potential partnerships.</li> <li>Perform market research to assess industry trends, competitive landscapes, and potential opportunities in sectors such as telecommunications, ICT, cloud services, and digital technologies.</li> <li>Work with internal teams to analyze how new partnerships can enhance Ooredoo's product offerings, customer experience, and market competitiveness.</li> <li>Develop business cases and financial models to support decision-making for partnership opportunities, presenting findings and recommendations to senior management.</li> <li>Track the performance of existing partnerships by analyzing key performance indicators (KPIs), such as revenue generation, market share growth, and sales rebate contributions.</li> <li>Regularly review partnership agreements to ensure that all parties are delivering on agreed-upon goals, terms, and financial targets.</li> <li>Prepare reports and presentations for senior management that summarize the performance of current partnerships and highlight areas for improvement or further development.</li> <li>Collaborate closely with internal cross-functional teams, including Business Accounts, Customer Experience, Product Hub, and Delivery, to select, manage and ensure a cohesive partner experience.</li> <li>Assist in the preparation of partnership agreements, working closely with the vendor contract management teams to ensure all contracts are structured to maximize value for Ooredoo.</li> <li>Engage with external partners to support the negotiation and implementation of partnership agreements, ensuring clear communication and alignment on partnership objectives.</li> </ul>
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- Work closely with the Business Account to develop joint industry strategies with partners, including target accounts, co-sell opportunities and joint marketing/events.
- Stay informed about industry trends, emerging technologies, and market developments to identify new opportunities for strategic partnerships.
- Provide insights on competitive dynamics in the marketplace, identifying how partnerships can enhance Ooredoo’s competitive positioning.
- Conduct benchmarking of partnership performance against industry standards and competitors, offering recommendations to improve partnership value and performance.
- Develop and maintain a partnership performance dashboard that tracks key metrics such as revenue growth, market impact, and operational efficiency of each partnership.
- Prepare monthly and quarterly reports for senior management, highlighting the financial and strategic impact of partnerships and identifying potential risks or areas for improvement.
- Provide ongoing analytics and forecasting on partnership performance, helping the business anticipate future trends and make data-driven decisions.

## C. SCOPE AND INTERACTIONS

<b>Direct Revenue Responsibility:</b> No <b>Direct Budget Responsibility:</b> No <b>Direct People Management Responsibility:</b> No	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Customers Business Partners Vendors

## D. KEY PERFORMANCE INDICATORS (KPI)

- Partnership ROI: Return on investment for new and existing partnerships.
- Revenue Growth from Partnerships: Increase in revenue generated through partnerships, including direct sales and indirect contributions such as rebates.
- Partnership Performance Monitoring: Accuracy and timeliness of partnership performance analysis and reporting.
- New Partnership Opportunities Identified: Number of new potential partnership opportunities identified and evaluated.
- Partnership Compliance: Adherence to contractual terms, ensuring that all parties fulfill their obligations and meet the agreed-upon financial and performance goals.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<b>Minimum Experience, Essential Knowledge &amp; Skills</b> 5 years' experience in a similar role. Experience in partnership management, financial analysis, or business development within the telecommunications, ICT, or technology sectors. They must possess proven expertise in developing business cases, conducting financial analysis, and evaluating strategic partnerships. A strong understanding of telecommunications services, ICT solutions, digital transformation, and cloud services is essential. Demonstrate excellent communication, presentation, and analytical skills, with the ability to translate complex data into actionable insights.	<b>Minimum Entry Qualifications</b> Bachelor's Degree in Business Administration or Marketing <b>Preferred Certifications / Other Qualifications</b> Certifications in financial analysis, partnership management, or strategic business development are advantageous.
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
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