

ROLE PROFILE

Position Title: Analyst Partnerships Scouting	Reporting to: Senior Manager Partnerships
Business Unit: Business	
Division: Business Solutions	Department: Partnerships

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for identifying, evaluating, and securing strategic partnerships that align with Ooredoo's business objectives. The role focuses on scouting new potential partners, conducting market research, and identifying opportunities that bring value to Ooredoo's products, services, and overall ecosystem. The role holder works closely with the Senior Manager - Partnerships and cross-functional teams to source and establish meaningful partnerships with technology providers, content creators, startups, and other industry players that can help drive innovation and growth.</p>	<p>Functional Context: 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"> Scout and identify new partnership opportunities in emerging technologies, digital content, telecommunications, fintech, and ICT industries that can bring innovation and strategic value to Ooredoo. Conduct thorough market research and competitive analysis to identify trends, potential partners, and opportunities for collaboration, ensuring alignment with Ooredoo's strategic goals. Work closely with the Business Account to develop joint industry strategies with partners, including target accounts, co-sell opportunities and joint marketing/events. Develop a pipeline of potential partners by attending industry events, networking with relevant companies, and monitoring startups, incubators, and tech hubs to stay updated on innovative players and technologies. Perform due diligence on potential partners, evaluating their financial health, market position, technological capabilities, and cultural fit with Ooredoo. Work closely with internal teams such as legal, finance, and product development to assess the feasibility and potential ROI of new partnerships. Create detailed partner profiles and business case evaluations to present to senior management, highlighting the potential benefits, risks, and strategic alignment of each partnership opportunity. 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. Collaborate closely with product development, solutions teams to understand business needs and identify partnership opportunities that complement and enhance Ooredoo's product and service offerings. Provide ongoing support to internal teams by sharing market intelligence, competitive landscape insights, and partnership trends that may influence product roadmaps or market strategies.
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- Serve as the primary point of contact for strategic partners, ensuring effective communication and collaboration.
- Attend key partner events to represent OQ B2B unit, build relationships with key partner stakeholders and stay abreast of the latest partner updates.
- Assist the Senior Manager – Partnerships in negotiating and structuring partnership agreements, ensuring that terms are mutually beneficial and aligned with Ooredoo's strategic objectives.
- Work with cross-functional teams to ensure that partnership agreements are operationally feasible and support key business goals such as revenue growth, market expansion, and customer experience enhancement.
- Ensure all partnerships are aligned with Ooredoo's regulatory and legal standards, coordinating closely with the legal department during the negotiation and agreement phase.
- Maintain a partnerships pipeline, tracking progress and status of potential partners from identification to final agreement.
- Prepare regular reports and presentations for senior management, providing insights on the status of partnership discussions, potential opportunities, and expected business impact.
- Monitor the performance of established partnerships, working with internal stakeholders to ensure partnerships deliver the expected value and adjust strategies as needed.

C. SCOPE AND INTERACTIONS

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

D. KEY PERFORMANCE INDICATORS (KPI)

- **Number of Partnership Leads Generated:** Number of new partnership opportunities identified through scouting and research.
- **Partnership Conversion Rate:** Percentage of partnership opportunities that progress from scouting to formal agreements.
- **Time to Close Partnerships:** Average time taken to close partnership deals from identification to final agreement.
- **Impact on Revenue Growth:** Contribution of new partnerships to Ooredoo's revenue growth, product innovation, or market expansion.
- **Sales Rebates Growth:** Increase in sales rebates or incentives generated from strategic partnerships.
- **Stakeholder Satisfaction:** Feedback from internal stakeholders regarding the quality and strategic value of partnerships identified and secured.

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 5 years' experience in a similar role. Experience in partnership development, business development, or market research within the telecommunications, ICT, or technology sectors. Proven track record of identifying and securing strategic partnerships in a competitive business environment. Strong knowledge of emerging technologies and industry trends in telecommunications, digital transformation, and ICT solutions. Excellent communication, negotiation, and presentation skills, with the ability to engage and influence internal and external stakeholders. Ability to analyse and evaluate business models, market dynamics, and the strategic fit of potential partnerships.	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Marketing or Engineering Preferred Certifications / Other Qualifications Certifications in partnership management, business development, or related disciplines are an advantage.
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<p>Strong analytical skills to assess the potential of prospective partnerships, as well as the ability to collaborate with various internal teams to ensure partnership opportunities are aligned with business strategies.</p>	
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
PARTNER MANAGEMENT	Expert	Customer Focus	Intermediate
PARTNERSHIPS	Expert	Creative Thinking	Intermediate
B2B ICT PRODUCTS KNOWLEDGE	Advanced	Quality and Continuous Improvement	Intermediate
PROJECT MANAGEMENT	Intermediate	Promoting Teamwork	Intermediate
PLANNING + (P&L FIT)	Advanced		
MARKET INTELLIGENCE	Advanced		

Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >----->	>----->	>----->	>High