

Head of Strategic Partnerships

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The Strategic Partnerships team is part of the Payments, Partnerships and Digital Goods team. The team takes the lead and represents Lazada in engaging with our partners in the financial services, telco and other sectors to create campaigns and other activities that *benefit* both our partners and the Lazada eco-system. The Strategic Partnerships Manager will focus on leading discussions for potential collaborations with brands/organizations, ideating strategies for long term business programs, negotiating for commercial agreements and building a network of partners for Lazada Philippines. The manager is expected to take a leadership role in guiding the junior members of the team, and mentoring them to drive their career development. Overall, the role will help drive platform growth, open opportunities for partnerships across business units & contribute in delivering operational efficiencies through synergized programs.

Responsibilities

- o Strategic Partnerships Manager will lead the Strategic Partnerships team and represent the team when engaging with senior stakeholders both locally and regionally
- o Coach and mentor junior members of the team, help set and achieve ambitious OKRs.
- o Strategic Partnerships Manager will manage partnerships with non-financial brands and will help identify and ideate potential programs between brands/corporations & Lazada Philippines.
- o Formulate barter exchanges, commercial agreements with various brands to create synergized campaigns and programs.
- o Coordinate and touch-base with various internal marketing support groups (creatives team, onsite team, affiliates team, social media team, legal, product etc) to implement partnership program.
- o Implement key programs & coordinate directly with internal business units to build process flows, data analytics, marketing pushes and other requirements before campaign roll out.
- o Ensure timely launch of agreed programs, marketing launches & fulfillment of partnership exchanges.
- o Create program analysis and monitor implementation success.

Requirements/Qualifications(must have)

- o Degree in Marketing, Business or Management.
- o 5-10 years experience in brand, product marketing, partnership roles, client servicing and/or any field related.
- o Proficient in Microsoft Office: Word, Excel, and PowerPoint
- o Has a background on strategic planning.
- o Highly-motivated self-starter with a real passion for e-commerce and the digital space.
- o Excellent critical thinking/problem solving skills.
- o Strong organizational skills with attention to detail, can prioritize a dynamic workload, and successfully handle multiple deadlines with a busy schedule.
- o Excellent interpersonal and communication skills to work effectively and cross-functionally with various brand partners and internal team.
- o Good presentation & negotiation skills.