



## Partnerships Lead (Trip-Ease)

**Type:** Full-time

**Compensation:** ₦450,000 - ₦550,000 /month

**Reports to:** Management Team

**Location & Mobility:** Must be based in Lagos, comfortable with remote work, and open to regular field activities and partner engagements.

### Role overview — the mission

The Partnerships Lead will drive strategic partnerships and fleet growth to accelerate Trip-Ease's mission of becoming Nigeria's leading multi-modal transport marketplace. In this role, the focus spans **pre-launch partner acquisition** and **post-launch scaling**, ensuring a strong foundation for both independent and institutional operator networks, as well as distribution channels that drive user adoption and bookings.

The ideal candidate is a resourceful commercial operator who can **negotiate, execute, and scale partnerships** in a lean, fast-moving environment. They will manage the full partnership lifecycle — from prospecting and onboarding to integration, performance monitoring, and growth optimization.

**Must-have:** Demonstrated experience in **startups and marketplace tech platforms**, with a track record of building and scaling partner or operator networks in a tech-driven, high-growth environment.

### Pre-Launch Responsibilities:

Before Trip-Ease officially launches, the Partnerships Lead will:

#### **1. Independent Transport Operators (Target: 100)**

- Identify and engage ~100 independent driver/operators across priority intercity and commuter routes.
- Conduct in-person meetings, site visits, and partner onboarding activities across Lagos and other priority routes to ensure readiness for launch.
- Build relationships, explain Trip-Ease's value proposition, and secure commitments to join the platform at launch.
- **Conversion goal:** Successfully onboard ~60 independent operators by launch.
- Collect operational, fleet, and route data to ensure smooth onboarding and integration.

#### **2. Institutional Transport Partners (Target: 60)**

- Prospect and engage ~60 institutional fleet partners (bus companies, shuttles, aggregators).
- Negotiate preliminary commercial terms, integration requirements, and operational SLAs.
- **Conversion goal:** Onboard ~30 institutional partners to the platform by launch.



- Prepare integration roadmaps and co-marketing plans for launch activation.

### **3. Pre-Launch Enablement & Readiness**

- Work closely with Product/Engineering to ensure partners are ready for technical onboarding (ticketing, pricing, APIs).
- Align with Marketing to develop launch-ready activation campaigns targeting operator audiences.
- Maintain a pre-launch partner pipeline and progress dashboard for leadership review.

### **Post-Launch Core Responsibilities**

#### **A. Distribution & Commercial Partnerships (50%)**

- Build, manage, and scale a pipeline of distribution partners (corporates, campuses, commuter communities, travel agents, event partners, aggregators).
- Close deals that drive app downloads, bookings, and partner-led campaigns.
- Structure commercial agreements (commission, revenue-share, incentive models, volume rebates) to align partner and Trip-Ease growth objectives.
- Collaborate with Marketing to design and implement co-marketing campaigns that convert partner audiences into active users.
- Track, analyze, and optimize partner performance based on ROI and contribution to bookings.

#### **B. Fleet Growth & Operator Partnerships (40%)**

- Identify, approach, and onboard bus and transport operators (intercity, intra-city, shuttles) across Nigeria.
- Negotiate operator commercial terms, SLAs, and integration roadmaps (commission, settlement cadence, cancellations).
- Coordinate technical integration with Product/Engineering (API onboarding, data flows, testing).
- Ensure operational readiness: ticketing/pricing alignment, partner training, verification, and quality checks.
- Monitor operator performance and retention, implementing interventions to improve utilization and satisfaction.

#### **C. Cross-functional Coordination & Governance (10%)**

- Sync with Operations to ensure partners are fully operational and service quality is maintained.
- Align with Marketing on partner activation briefs, creative assets, and reporting cadence.



- Maintain updated partnership documentation: MoUs, contracts, SLAs, commission schedules.
- Build partner dashboards and report weekly/monthly commercial KPIs to leadership.

### Competencies & behaviours

- Commercial negotiator — closes deals that balance aggressiveness with sustainable unit economics.
- Relationship builder — trusted by operators and channel partners; maintains long-term commercial ties.
- Operator & integrator — can translate partner needs into product/technical requirements and drive execution.
- Data-informed — measures partner ROI, experiments with commercial structures, and iterates.
- Team collaborator — works effectively with Ops, Marketing and Product to convert deals into bookings.

### Success metrics & 12-month targets

- **Distribution partners (active):** target 100+ qualified distribution partners in pipeline; 30–50 active distribution channels by Month 12 (adjust to market realities).
- **Transport partners (active):** 50+ active transport operators integrated by Month 12.
- **Partner-driven bookings:** contribute to ₦10M+ monthly gross booking value via partner channels by Month 12.
- **Integration time:** average partner integration time < 14 days.
- **Partner retention & satisfaction:** partner retention > 85% annually; partner satisfaction score ≥ 90%.
- **Route coverage:** coverage across priority intercity routes and major commuter corridors—measure and report monthly.

### Required qualifications & experience:

- **Education:** Bachelor's degree in Business, Marketing, Transport, or related field (or equivalent practical experience). MBA or advanced business qualification is a plus.
- **Experience:** 3–6 years in partnerships, business development, or commercial roles — preferably within transport, logistics, mobility, marketplaces or SaaS.
- **Commercial track record:** Demonstrable history of closing B2B partnerships, structuring commercial deals (commission/revenue-share models), and managing partner relationships to measurable outcomes. Provide a portfolio or short case examples if available.
- **Technical collaboration:** Experience coordinating or managing technical integrations (API onboarding, product handoffs, or working with engineering/product teams) is desirable.



- **Analytical capability:** Comfortable with partner economics modelling (commission %, settlement cadence, contribution margin etc.), and using simple dashboards, Excel/Sheets or basic SQL for partner performance analysis.
- **Communication & negotiation:** Strong written and verbal communication skills; proven ability to negotiate commercial terms and present to senior stakeholders.
- **Startup-ready / resourceful operator:** Evidence that you can build and scale partnerships without large teams or big budgets — for example, by creating cold-outreach pipelines, closing deals using non-cash incentives (co-marketing, revenue-share), or activating partners through low-cost, high-impact tactics.
- **Location & mobility:** Nigeria-based, comfortable with hybrid working (remote start with transition to Lagos hub) and regular travel for partner engagement.

#### Preferred skills:

- Prior experience onboarding transport operators, ticketing systems, or working with aggregators.
- Familiarity with Nigerian transport regulatory environment and local operator networks.
- Experience with CRM/partnership tools (HubSpot/Salesforce), contract management (DocuSign/Google Workspace), and basic SQL or spreadsheet modelling.
- Track record designing co-marketing programs or reseller/channel models.

#### Tools & capabilities:

- **CRM & pipeline:** HubSpot / Salesforce or equivalent — for partner lifecycle management.
- **Pitch deck and Proposal Tools:** Canva, Slidesbean, Gemma AI, PowerPoint etc.
- **Contract & document management:** Google Workspace, DocuSign or similar.
- **Analytics & reporting:** Google Sheets/Excel, basic SQL or BI dashboards — to measure partner KPIs, CAC by channel and LTV impact.
- **Integration coordination:** familiarity with API onboarding process and working with engineering/product teams.
- **Communication & presentation:** slide decks, partner one-pagers, and commercial proposals.