



# FARMBOT

MONITORING SOLUTIONS

## POSITION DESCRIPTION

|                               |                              |
|-------------------------------|------------------------------|
| <b>Position Title:</b>        | <b>Head of Channel Sales</b> |
| <b>Location:</b>              | Roseville, NSW               |
| <b>Position Type:</b>         | Full Time                    |
| <b>Reports to:</b>            | General Manager              |
| <b>No. of Direct Reports:</b> |                              |
| <b>Date:</b>                  | 09/03/26                     |

### What is Farmbot?

Farmbot is a fast-scaling Australian Agritech company that is leading the evolution of a new phase of technology development in agriculture. [www.farmbot.com.au](http://www.farmbot.com.au)

Combined with its strong go to market strategy, commitment to customer service and unique intellectual property, Farmbot is helping producers think differently about how they manage their water ecosystems and related infrastructure and is enhancing productivity, profitability and sustainability in many Australian agri-businesses.

Farmbots award winning technology is designed to be installed quickly by the customer without technical support. Its monitors work anywhere in the world by utilising leading satellite networks or can connect to local cellular networks if available. The monitors' real-time alerts instantly inform a customer of water level trends, changes and issues via SMS, email and/or the Farmbot cloud dashboard.

Farmbots core focus is on water for Livestock and has high adoption in cattle and sheep grazing activities across the state. It is now expanding its core water monitoring offering to a range of its own and other third-party technology, including sensors for Rainfall, Flow, Pressure, Cameras, Pump Control, Trough monitors and more.

The company's Software platform gathers data from its on-farm monitors and converts it to actionable insights that inform better Farm Management decisions and actively engages the customer for better asset and resource utilisation.

### Purpose of the Role

We are looking for an energetic and focused person who would be responsible for expanding the company's presence not only in the livestock industry but other verticals by building and scaling high-performing channel partnerships. Through effective partner engagement, training, and joint sales initiatives, the role will accelerate adoption of remote monitoring technology that helps reduce labour, mitigate risk, and gain real-time visibility into critical assets and operations.



## Key Responsibilities

### Channel Strategy & Development

- Develop and execute a channel sales strategy to grow market share across agricultural distribution networks and other verticals.
- Identify, recruit, and onboard new channel partners to expand market coverage in target regions.
- Evaluate channel performance and optimize the partner mix to maximise revenue and market penetration.

### Partner Relationship Management

- Build and maintain strong relationships with key distributor and dealer partners.
- Serve as the primary point of contact for channel partners regarding sales, product support, and commercial agreements.
- Conduct regular partner reviews to track performance, resolve issues, and identify growth opportunities.

### Sales Growth & Revenue Delivery

- Deliver channel revenue targets through effective partner management and sales execution.
- Collaborate with channel partners to develop joint business plans, sales forecasts, and growth initiatives.
- Identify opportunities to increase sales through promotions, cross-selling, and seasonal campaigns aligned with things like farming cycles.

### Partner Enablement & Training

- Build and provide training to channel partners on products, agronomic benefits, and value propositions.
- Support partners with sales tools, product knowledge, and marketing materials to improve customer engagement.
- Ensure partners are equipped to effectively position the solutions.

### Market & Customer Insights

- Monitor market trends, competitor activity, and emerging opportunities in the agricultural sector and other verticals.
- Gather feedback from channel partners and end customers to inform product development and sales strategies.
- Provide insights to internal teams on regional demand patterns, and customer needs.

### Commercial & Operational Management

- Ensure compliance with company policies, distribution agreements, and regulatory requirements.
- Oversee sales forecasting, pipeline tracking, and channel performance reporting.



### **Cross-Functional Collaboration**

- Work closely with marketing, supply chain, product management, and technical teams to support channel partners.
- Coordinate demand planning to ensure product availability during critical seasons.
- Support marketing campaigns, field demonstrations, and events with channel partners.

### **Field Engagement & Market Presence**

- Conduct regular field visits with channel partners to meet customers and understand operational needs.
- Participate in trade shows, field days, and industry events to strengthen brand presence.
- Support demonstrations and trials through partner networks.

We have an agile approach to all aspects of Farmbot's product development and operations, and we look to all team members to provide input and ideas to continually improve every aspect of the business. This is an opportunity to take a key role in a truly innovative company that is creating unique solutions and services for agriculture and to develop your skills and be part of our rapidly growing company. Your desire to learn and flexibility to work in a fast-paced environment will contribute to your success.

Be part of a team that is creating the next generation of monitoring and control system for the world's agricultural industries.

For more information in complete confidence please contact [tess@farmbot.com.au](mailto:tess@farmbot.com.au)

