

Australia Jobs Expertini®

Australia, Go To Market (GTM) Lead

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Company: Square Inc.

Location: Australia

Category: other-general

Since we opened our doors in 2009, the world of commerce has evolved immensely, and so has Square. After enabling anyone to take payments and never miss a sale, we saw sellers stymied by disparate, outmoded products and tools that wouldn't work together. So we expanded into software and started building integrated, omnichannel solutions – to help sellers sell online, manage inventory, offer buy now, pay later functionality through Afterpay, book appointments, engage loyal buyers, and hire and pay staff. Across it all, we've embedded financial services tools at the point of sale, so merchants can access a business loan and manage their cash flow in one place. Afterpay furthers our goal to provide omnichannel tools that unlock meaningful value and growth, enabling sellers to capture the next generation shopper, increase order sizes, and compete at a larger scale. Today, we are a partner to sellers of all sizes – large, enterprise-scale businesses with complex operations, sellers just starting, as well as merchants who began selling with Square and have grown larger over time. As our sellers grow, so do our solutions. There is a massive opportunity in front of us. We're building a significant, meaningful, and lasting business, and we are helping sellers worldwide do the same.

Job Description As the Go To Market (GTM) Lead for Australia, you will be responsible for growth and profitability for your market. You will work with our Finance and Strategy (F&S) team, Product Management, and other functional leads to set growth goals, develop a GTM strategy to achieve those goals, and lead and partner with functional experts in your market (i.e., Sales, Partnerships, Product Marketing, Marketing, Account Management, Customer Success) to implement this strategy. You will understand the needs and experiences of your customers, and ensure that Square's products have

product market fit to generate long-term Square value within your market. You will translate your vision into a product and GTM roadmap and gain agreement across all counterparts. You will report to Square's International and Partnerships Lead and directly manage individuals spanning the Product Marketing and Strategy and Planning functions and indirectly manage (i.e. dotted-line) the rest of the GTM functions for your region (e.g. Sales, Central Marketing, Partnerships, Account Management). Over time, depending on experience, functional alignment, and success in the market, there may be a path to directly manage these functions as well. You will:

- Set the product and business vision for the market. This includes setting growth goals and developing a strategy to achieve - and exceed - targets. Directly manage and influence the cross-functional teams to ensure they are executing our strategy and working well together.
- Manage the Country P&L down to direct EBITDA.
- Define the full-funnel GTM strategy across all channels (Sales, Marketing, Partnerships, Self-Serve Product Onboarding, etc), oversee implementation to ensure it is properly executed, and closely monitor success and adapt the strategy. Identify which GTM functions and channels we will use to take our product to market and optimize our GTM investment mix (both allocation across channels and spend levels within channels).
- Operate with a data-driven approach and make investment reallocation decisions with speed, optimizing to achieve maximal and profitable growth.
- Determine Ideal Customer Profile (ICP), target audiences, and the optimal product portfolio through a deep understanding of customer needs, behaviors, decision criteria, and competitive landscape. Identify the gaps that exist in our product portfolio and in the market today, and form a thoughtful perspective on how we should prioritize product and feature development efforts to best support the market.
- Guide pricing and packaging decisions to maximize growth, retention and profitability; develop a differentiated messaging framework.
- Help prioritize features by quantifying the business opportunity and expected impact, monitoring product quality, and assessing our evolving product market fit. Work with Product Managers to scope efforts and size the investments and expected returns from new product development, and collaborate throughout the development cycle to ensure we are shipping the right products and features for your market.
- Ensure we support and engage our sellers so they continue using Square and become vocal advocates and promoters for our products to other sellers.
- Engage senior stakeholders across the company to keep them informed about performance and quickly escalate and unblock any challenges; effectively iterate on the strategy based on feedback and results.
- Represent Square externally for major product launches

and GTM-oriented initiatives and in strategic customer and partner conversations. Partner with the Industry Relations & Operations Lead to ensure alignment with the business and regulatory requirements in the market. Qualifications You have: 15+ years total experience, with 10+ years of progressive experience in growth strategy and/or revenue generating leadership roles (Sales, Marketing, Partnerships, etc) Strong strategic planning and analytics ability, with expertise executing growth-driving, full-funnel GTM strategies with a start-up mentality. Demonstrated ability, with a track record of building and managing sales teams. Proven track record of leading a team (10+ individuals) to generate revenue growth and exceed targets. The ability to inspire and unify a team via formal and informal authority, and to operate both at a strategic level and in the weeds to diagnose and fix issues. An ability to drive decision-making among cross-functional leaders, and to build relationships and gain agreement across large groups of stakeholders from all levels of the organization using quantitative and qualitative tactics. Willingness to escalate and surface issues until you reach acceptable resolution, while maintaining positive relationships along the way. Past examples of shaping product roadmap using customer insights and data analytics, and iterating to find product market fit. A deep network and understanding of cultural norms in Australia. Willingness to travel as required. Additional Information We're working to build a more inclusive economy where our customers have equal access to opportunity, and we strive to live by these same values in building our workplace. Block is a proud equal opportunity employer. We work hard to evaluate all employees and job applicants consistently, based solely on the core competencies required of the role at hand, and without regard to any legally protected class. We believe in being fair, and are committed to an inclusive interview experience, including providing reasonable accommodations to disabled applicants throughout the recruitment process. We encourage applicants to share any needed accommodations with their recruiter, who will treat these requests as confidentially as possible. Want to learn more about what we're doing to build a workplace that is fair and square? Check out our I+D page . We want you to be well and thrive. Our global benefits package includes: Retirement Plans Employee Stock Purchase Program Wellness perks Paid parental leave Paid time off Learning and Development resources We've noticed a rise in recruiting impersonations across the industry, where individuals are sending fake job offer emails. Contact from any of our recruiters or employees will always come from an email address ending with @block.xyz , @squareup.com , @tidal.com , or @afterpay.com, @clearpay.co.uk . Block, Inc. (NYSE: SQ) is a global technology company

with a focus on financial services. Made up of Square, Cash App, Spiral, TIDAL, and TBD, we build tools to help more people access the economy. Square helps sellers run and grow their businesses with its integrated ecosystem of commerce solutions, business software, and banking services. With Cash App, anyone can easily send, spend, or invest their money in stocks or Bitcoin. Spiral (formerly Square Crypto) builds and funds free, open-source Bitcoin projects. Artists use TIDAL to help them succeed as entrepreneurs and connect more deeply with fans. TBD is building an open developer platform to make it easier to access Bitcoin and other blockchain technologies without having to go through an institution.

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