

NOVUS3

C-Suite Role

Location: Lynnwood, Pretoria (Hybrid work model)

1. Company background

Novus3 is a South African software and advisory business serving the local government sector. We develop and license two flagship products: CP3, our capital and infrastructure planning platform, and Munsoft Spatial. We are driving market growth through increasing the number of municipalities running CP3 under licence.

One of our go-to-market approaches is to drive sales through select channel partners (ERP service providers to municipalities) in our industry. As a result, CP3 is often sold under a white-label arrangement through established sector players. When established partnerships are not in place, Novus3 pursues direct sales of our products without intermediaries (partners).

We are creating a new C-suite role dedicated solely to driving sales – through our partners and directly into the market. This is a hands-on, field-facing commercial leadership role, not a marketing or general brand-building function.

2. Proposed role title

Our title for this role is Chief Sales and Partnerships Officer (CSPO). It names the two engines this person must drive – direct sales and channel partnerships – and signals a focused, revenue-accountable mandate rather than a broad marketing brief.

3. Purpose of the role

To own and relentlessly drive licence sales of our products across South Africa, both through our channel partners and directly into municipalities. The role exists to convert relationships into signed licences and sustained support revenue, and to keep the sales engine running at high intensity, with focus and intent.

4. Reporting line and structure

- Reports directly to the Chief Executive Officer.
- Sits on the executive team as a peer to the Chief Product Officer and Chief Technology Officer.
- Own and propel the partner-sales cadence.

5. Key responsibilities

Channel-partner sales

- Build and maintain a high-energy working rhythm with the sales teams of our channel partners, including regular (at least weekly) joint sales sessions.

- Accompany partner sales teams to client meetings to conduct product demonstrations and close deals.
- Equip and motivate partner sales staff so that selling the white-labelled Novus3 products becomes a natural part of their own sales effort.

Direct market development

- Devise and execute strategies to reach municipalities where our partners are not present, and drive these prospects toward issuing a tender Novus3 can respond to, and ultimately toward becoming licensed clients.
- Pursue the tender route where appropriate, including within partner client bases, and coordinate timely, competitive responses.
- Design and host access initiatives such as workshops and masterclasses to attract existing and prospective clients and engage them directly.

Product knowledge and collaboration

- Develop and maintain a deep, working knowledge of Novus3 products, sufficient to position them credibly and demonstrate them confidently to municipal decision-makers.
- Collaborate closely with the other members of the Novus3 C-Suite, to stay current on product capabilities, roadmap and positioning.
- Channel structured market and client feedback on the products and their positioning back into the business to inform product direction and priorities.

Commercial leadership

- Own the sales pipeline and licence-growth targets for Novus3 products, reporting progress to the executive team.
- Maintain a constant travel and visitation schedule to partners and prospective clients across the country.
- Provide market feedback to product and technology leadership to keep Novus3 products aligned with municipal needs.

Specialisation

This is a specialist role. The combination we are looking for – deep experience in the municipal ERP, Planning and IDP sectors, together with a true field sales drive – is more important to us than a generic commercial or marketing background. We will prioritise sector fit and demonstrable sales energy over title or industry breadth.

6. Required experience and knowledge

- **Minimum 10+** years of experience in the municipal ERP space in South Africa.
- **Working knowledge** of the Integrated Development Plan (IDP) process and how it links to municipal budgeting and capital planning.
- **Knowledge** of National Treasury regulations relevant to the municipal ERP and IDP environment – including mSCOA, the MFMA, the MTREF budgeting cycle and the SDBIP – will be a strong advantage.
- **Familiarity** with the capital planning and Capital Expenditure Framework (CEF) space is beneficial.

- **A proven track record** of selling and supporting complex software or services into municipalities, ideally including channel or partner-based selling, is beneficial.

7. Skills and personal attributes

- A genuine “hunter”: high-energy, self-driving, and persistent in keeping sales momentum alive.
- Confident and credible in front of municipal decision-makers, able to run product demonstrations and close deals.
- Strong relationship builder who can work effectively alongside partner sales teams.
- Strategic and creative in finding routes to access hard-to-reach clients (for example, through workshops and masterclasses).
- Willing and able to travel frequently to partners and clients nationally.
- Comfortable operating at the executive level while remaining hands-on in the field.

8. Employment Equity

This is an Employment Equity-targeted appointment. In line with the Employment Equity Act and Novus3's transformation objectives, preference will be given to suitably qualified candidates from designated groups. We ask that the search be conducted with this priority in mind while ensuring all shortlisted candidates meet the experience and skills requirements set out above.

9. Why join Novus3

- Work with a tight-knit, brilliant team as part of a unique, innovative and growing company.
- Solve meaningful problems and see the real-world impact of your work.
- Autonomy in your work, access to skilled peers, and the support and resources to excel.
- Access to AI and modern tools that make your role more efficient and innovative.
- A company culture that values intellect, curiosity and positive contribution, in a flexible working environment.

10. Interview process

1. Online technical assessment.
2. Technical interview, onsite with our team and hiring managers.
3. Online personality profile assessment.
4. Final interview with the Novus3 executive team.