

## POSITION DESCRIPTION

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### POSITION DETAILS

<b>Position title:</b> Business Development Manager
<b>Term of appointment:</b> to 30 June 2018
<b>Fraction:</b> 1.0
<b>Employment location:</b> Melbourne or Adelaide

### BACKGROUND

Principals Australia Institute (PAI) provides quality professional learning, leadership development and support to principals and school leaders throughout the country. PAI's programs and services help build effective, inspirational and sustainable leadership in Australia's government, Catholic and independent primary and secondary schools.

### BROAD PURPOSE

The Business Development Manager will actively pursue stakeholders to develop relationships and provide solutions that promote and build PAI's market share and deliver on the 2017/18 business plan. This plan includes targets relating to professional development products, consulting services and Principal Certification.

### REPORTING/WORKING RELATIONSHIPS

The Business Development Manager will report to the CEO and will work closely with the General Manager Marketing & Brand, and General Manager Growth & Innovation.

### KEY RESPONSIBILITIES/DUTIES

#### Business Development

- Develop and execute the sales strategy;
- Generate new business leads;
- Manage the sales pipeline;
- Manage and respond to enquiries and registrations to deliver successful sales outcomes;
- Increase sales to new and existing clients through consultative selling and customer intimacy, exploring needs and providing solutions;
- Deliver presentations and proposals to stakeholders to secure purchasing commitment.

#### Relationship Management

- Build and develop current and new relationships, with relevant associations, employers/systems, principals and their professional networks which raise their awareness of the Institute, its services and products;
- Maintain information on competitors, their products and offerings to inform the selling process
- Liaise with Marketing and communications business unit in the preparation of messaging to target audiences;
- Provide feedback from markets to the marketing and communications business unit to assist them to prepare materials for the sector;
- Inform the Executive, of opportunities that align with the 2017/18 business plan and strategic directions of the Institute;
- Record stakeholder contacts in the CRM and help grow PAI's customer base for future marketing activity;
- Act as a role model for the Institute's brand and values.

**KEY PERFORMANCE INDICATORS**

- Lead Identification and Generation
- Revenue and growth targets;
- Volume of repeat clients;
- Stakeholder feedback;

**SPECIAL CONDITIONS**

- Some out-of-hours work, intrastate and interstate travel will be required.
- A National Police Check will be required at all times.
- A valid driver’s license will be required at all times.

**PAI REQUIREMENTS**

**VALUES:**

Making a Difference	<ul style="list-style-type: none"><li>• Understands how their role and actions contribute to the achievement of the organisations goals</li><li>• Works towards achieving own KPIs and supporting team members to meet theirs</li><li>• Manages time and self effectively to get things done</li><li>• Maintains a positive and productive focus on finding solutions</li><li>• Demonstrates understanding of how their work impacts clients</li></ul>
Relationship Centred	<ul style="list-style-type: none"><li>• Actively listens to understand perspectives of others</li><li>• Seeks opportunities to connect with others across the organisation</li><li>• Demonstrates responsive and respectful interactions with others</li><li>• Seeks feedback and provides honest, timely and respectful feedback to others</li><li>• Shares skills and knowledge in a team environment</li></ul>
Committed to Excellence	<ul style="list-style-type: none"><li>• Seeks to achieve high standards of personal performance</li><li>• Seeks to achieve the best possible results for the organisation</li><li>• Behaves in a professional manner in interactions with others</li><li>• Is aware of organisational values, directions, policies and procedures and seeks to reflect these in their work</li><li>• Researches and reflects best practice to achieve goals</li></ul>
Innovation in Action	<ul style="list-style-type: none"><li>• Demonstrates confidence to explore, develop and share ideas</li><li>• Offers alternative possibilities to resolve problems</li><li>• Demonstrates ability to challenge own ideas and practices</li><li>• Proactively seeks ways to continuously improve own and organisation’s outcome</li><li>• Takes initiative/action to achieve goals</li></ul>
Learning and Growing	<ul style="list-style-type: none"><li>• Embraces and champions change</li><li>• Can articulate own strengths and areas for development</li><li>• Proactive in identifying and undertaking own self-development activities</li><li>• Seeks opportunities to develop their capabilities</li><li>• Offers to contribute to other parts of the organisation</li></ul>



In addition to demonstrating the Values of the Institute, staff must follow and apply the following:

**1. Workplace Health & Safety and Wellbeing**

While at work you must:

- Demonstrate commitment in the wellbeing of yourself and others.
- Take reasonable care for your own health and safety.
- Take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as you are reasonably able, with any reasonable instruction that is given.
- Co-operate with any reasonable policy or procedure relating to health or safety at the workplace that has been notified to you.
- Report all identified work place hazards and incidents.

**2. Performance Development and Management**

Participate in PAI's Performance Development and Management process.

**COMPETENCIES**

The competencies below reflect the requirements for this position. They may be used as part of the selection process when recruiting for the position and for performance management reviews.

**General Competencies**

- Strategic and Business Development
- Account management and consultative selling skills
- Business acumen and political awareness
- Skilled negotiator
- Communication, presentation and interpersonal skills
- Initiative and self-management
- Customer relationship management
- Initiative and problem solving

## SELECTION CRITERIA

### ESSENTIAL

1. Demonstrated success in sales, account and relationship management in a professional services environment.
2. Proven ability to work collaboratively across diverse teams.
3. Demonstrated extensive experience in establishing and maintaining effective stakeholder relationships in a challenging environment, preferably within the education and/or health sector with both government and community organisations.
4. Highly developed communication, presentation and interpersonal skills with a demonstrated ability to interact with a broad range of people, provide clear and concise communication (both verbal and written) and adapt content to suit audience requirements.
5. Strong customer service ethic with a focus on providing quality service outcomes.
6. Sound financial literacy skills encompassing sales revenue and budget management.
7. Experience in utilising and maximising CRM software, preferably Salesforce.

### DESIRABLE

1. Degree qualification in Business, Business Administration, Marketing, Communications etc and/or Project Management certification/qualifications.

### SIGNATURES

<b>Employee Name</b>	<b>Signature</b>	Date __/__/2017
Julie Stenklev <b>General Manager - HR</b>	<b>Signature</b>	Date __/__/2017