

POSITION PROFILE

Position Title:	Business Development Manager	Classification:	ESA General Staff, Level 8, Step 1
Organisation Unit:	NIDA Corporate	Date Effective:	January 2021
Employment Term:	Contract - Full Time		

POSITION SUMMARY

The Business Development Manager is responsible for proactively identifying opportunities to acquire new and retain existing clients to drive sales and increase revenue from NIDA Corporate's training business.

The role is responsible for maintaining a sales pipeline and analysing sales activity to maximise profitability, including tracking programs against sales targets and ensuring the commercial viability of programs.

The Business Development Manager provides input into NIDA Corporate's business plan, develops and maintains partnerships that align with NIDA's strategic objectives, and acts as the primary point of contact for marketing and communications to ensure content is provided in a timely manner.

The role also works alongside NIDA Corporate's course management team in Sydney and Melbourne to devise and deliver high quality customised business training solutions in response to clients' needs. A collaborative and supportive team management style is essential to the success of this role.

KEY ACCOUNTABILITIES

- Develop pipeline of clients and actively seek new leads through various channels including direct approach, events, conferences, media, marketing, tender opportunities and strategic networks to meet revenue targets.
- Manage the ongoing relationships between NIDA and external stakeholders to ensure NIDA remains as a competitive leader in training solutions.
- Research competitors and potential revenue streams with a focus on generating sustainable growth. Work with the course management team to analyse customer feedback and increase participation across course offerings.
- In consultation with the Director NIDA Corporate, ensure commercial competitiveness and viability of programs by analysing sales activity and monitoring expenditure to maximise profitability.
- Support Director NIDA Corporate with high level reporting to the NIDA Board and Leadership Team.
- Work in collaboration with Director NIDA Corporate and senior management team to analyse customer needs and develop end to end customer life cycle plan.
- Negotiate terms and contracts for all strategic partnerships and conference events.
- Lead the delivery of business development events and customer-facing services related to NIDA Corporate.
- Work closely with the Database Manager to oversee and effectively manage departmental CRM and web content.
- Collaborate with the marketing team to manage NIDA Corporate marketing campaigns and ensure content is consistent with programming and events.
- Develop compelling training proposals responding to client needs, highlighting the value of NIDA's training methodology and benefits for participants.
- Undertake other duties as required by your manager or their delegate.
- Adhere to all WHS and Working With Children requirements of the organisation and relevant associated legislation.

KEY CHALLENGES

- Generating new business leads in a competitive market.
- Delivering a consistently exceptional customer experience in a resource-limited environment within tight timeframes.
- Developing partnerships that align with NIDA Corporate's brand and strategic objectives.
- Ensuring customer loyalty and minimising customer churn.

KEY PROFESSIONAL RELATIONSHIPS

Reports to:	Director NIDA Corporate
Supervises:	Small project teams where required
Internal:	Director NIDA Corporate, Head of NIDA Corporate, NIDA Corporate Course Management team, NIDA Corporate Operations team, NIDA Corporate tutors, Director Public Programs, NIDA Melbourne team, Marketing and Communications team, Venue and Facilities teams, other NIDA departments as required
External:	Public and private sector clients, partners, event managers, venue and event contacts

SELECTION CRITERIA

Essential:

- Tertiary qualifications in arts management, business or education and/or equivalent work experience.
- Demonstrated experience in developing a new business pipeline in a competitive environment.
- Excellent business relationship management skills to achieve revenue targets in a service-driven and/or training organisation.
- Previous experience managing business projects coupled with the ability to work collaboratively within a unique business environment.
- Be proactive and driven in a role where maintaining and developing business relationships is vital.
- Previous experience working towards strategic objectives of a business and have the ability to contribute to business plans as a key point of contact for the business.
- Ability to manage deadlines and shifting business priorities.
- Experience managing and motivating a team to deliver timely, accurate and consistent outcomes.
- Exceptional presentation and communication skills with ability to engage, negotiate and confirm customer training proposals.
- Leadership and self-management experience to achieve financial, administrative and business development targets in a timely manner.
- Demonstrated ability to analyse and report on sales results, operating expenditure, and customer feedback and compile information into high level reports.
- Advanced skills and proficiency with office computer applications including Word, Excel, Outlook, CRM, RM8 and finance packages.
- Must have a valid Working With Children Check.

Desirable:

- Experience working with database, including Tessitura, and website content management systems.
- Experience in a not for profit and/or government or educational environment.
- Experience in the performing arts or education industry.

CONTINUOUS REVIEW

This Position Profile will be reviewed and updated on a regular basis to reflect changes in the requirements of the position.