



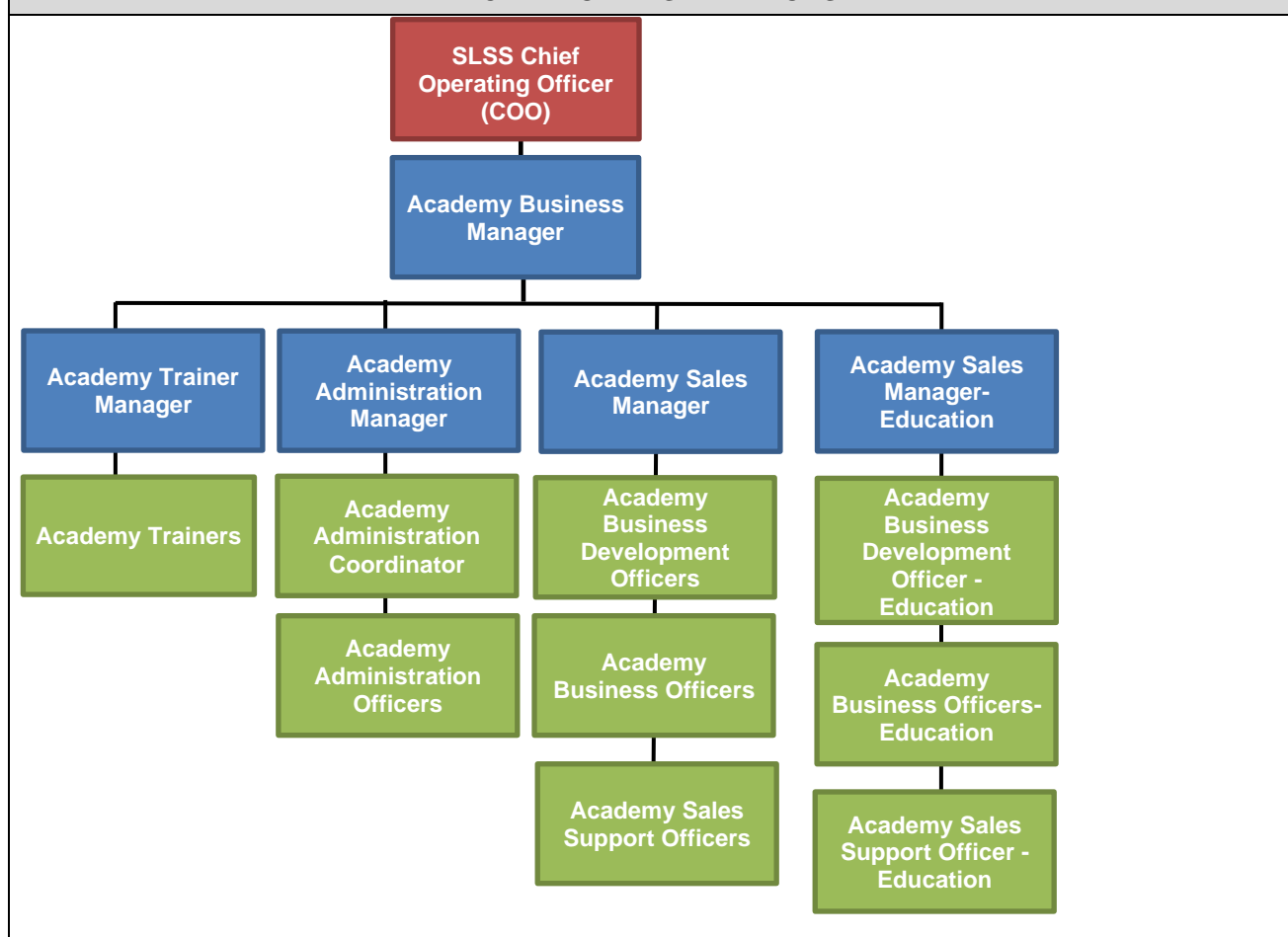
Position Description

Position	Work Location	Position Description Completed
Academy Business Officer	SLSNSW Headquarters	March 2022
Reports To:	Direct Reports:	SLSS Department
Academy Sales Manager	NIL	Australian Lifesaving Academy (ALA NSW)

PURPOSE STATEMENT

This position will be responsible for identifying and maximising sales opportunities of first aid training and equipment within NSW/ACT. Also responsible for building relationships with existing clients and contributing to business planning, sales & marketing initiatives.

DIRECT REPORTING RELATIONSHIP



KEY OUTCOMES (KRA)

Outcomes	Key Activities
KRA 1: Account Management	<ul style="list-style-type: none"> Working closely with new and existing clients to determine their present and future needs and proposing suitable solutions in order to maintain and grow revenue for the ALA; Develop relationships with clients, service accounts, build account strategies and provide excellent after sales support; Develop long term business relationships in order to leverage revenue from the relationship and promote the Academy as a quality supplier with the aim of achieving preferred supplier status.

KRA 2: Business Development	<ul style="list-style-type: none"> Identifying and gaining new business through a sustained process of cold calling, mailing and following up referrals/leads and keeping abreast of competitor's sales strategies; Learn and stay up to date with current legislation surrounding first aid kits, training requirements, and other products or services offered by the ALA; Coordinating, conducting and participating in sales promotions, campaigns, events and displays.
KRA 3: Business Administration	<ul style="list-style-type: none"> Be part of a team to ensure all working in harmony toward achieving business goals; Undertake own administrative work as required; To perform other reasonable duties as required under the context of this position.

PERFORMANCE STANDARDS (KPIs)	
Outcomes	Key Performance Indicators (KPI's)
KRA 1: Account Management	<ul style="list-style-type: none"> Respond to new enquiries, either inbound or as a result of cold calls the same day or at least within 24 hours; Finalise course bookings within five working days of course date; Exceed set sales targets.
KRA 2: Business Development	<ul style="list-style-type: none"> Conduct weekly cold calling (15 per week); Acquire 10 new clients per quarter; Ensure marketing activities are completed daily.
KRA 3: Business Administration	<ul style="list-style-type: none"> Ensure invoice are sent to clients in a timely manner; Ensure administration processes are carried out according to agreed policies, standards and formats.

CORE RESPONSIBILITIES (ALL STAFF)	
Accountabilities	Key Performance Indicators (KPI's)
Work Health and Safety	<ul style="list-style-type: none"> Demonstrates action taken in identifying hazards, assessing risk, and immediately report any injury, near miss and damaged equipment or any other hazard observed in the workplace; Demonstrates duty of care, considers own safety and the safety of others while at work; Reasonably complies with WHS guidelines and procedures, using protective clothing or equipment provided at all required times; Is fully aware of SLSNSW's safety procedures and expectations, and actively participates and contributes; Participates in the ongoing improvement of the SLSNSW WHS policy and visibly and constantly supports its implementation; Practice and promote the SLSNSW Equal Opportunity, Harassment and Bullying policy by treating fellow staff and others fairly and equitably and without discrimination, harassment or bullying.
Organisational Culture	<ul style="list-style-type: none"> Promotes and encourages personal growth and effective communication. Understands and supports policies and procedures of the organisation as defined in the Employee Handbook.

	<ul style="list-style-type: none"> Continually contributes to and supports volunteers & staff, including Directors, Branches, Clubs & Members
Leadership/Teamwork	<ul style="list-style-type: none"> Supports the decisions of SLSNSW Board of Directors and SLSNSW Management Displays willingness to assist others, shares knowledge openly, cooperates and supports the department. Receptive and open to feedback Maintains a positive and constructive attitude that promotes confidence in those around them. Contributes to staff meetings and promotes the exchange of information throughout the organisation. Regularly meets with Manager to discuss performance, plans and current issues
Continuous Improvement	<ul style="list-style-type: none"> Exercises initiative in making improvements to work processes and outcomes. Always searches for better ways and strives for best practice. Embraces and adapts to change

WORKING RELATIONSHIPS

Internal: The Academy Business Officer works closely with the Academy Sales Manager to achieve sales targets and implement targeted sales and marketing campaigns. The Academy Business Officer works closely with the Academy Sales Support Officers to manage client booking and invoicing requirements. Working with the accounts department in relation to the invoicing of clients is also of prime importance. The Academy Business Officer works with the Media department and Salesforce Administrator to develop and implement targeted marketing campaigns.

External: Ongoing effective relationships with first aid training clients and suppliers.

APPROVAL

This position description has been reviewed and is considered to accurately reflect the requirements of the role and the organisation

Academy Business Manager _____ Date _____

Chief Operating Officer- SLSS _____ Date _____

I have read and understood this document and agree to perform the duties and responsibilities as listed within the list

Employee Name _____

Employee Signature _____ Date _____