



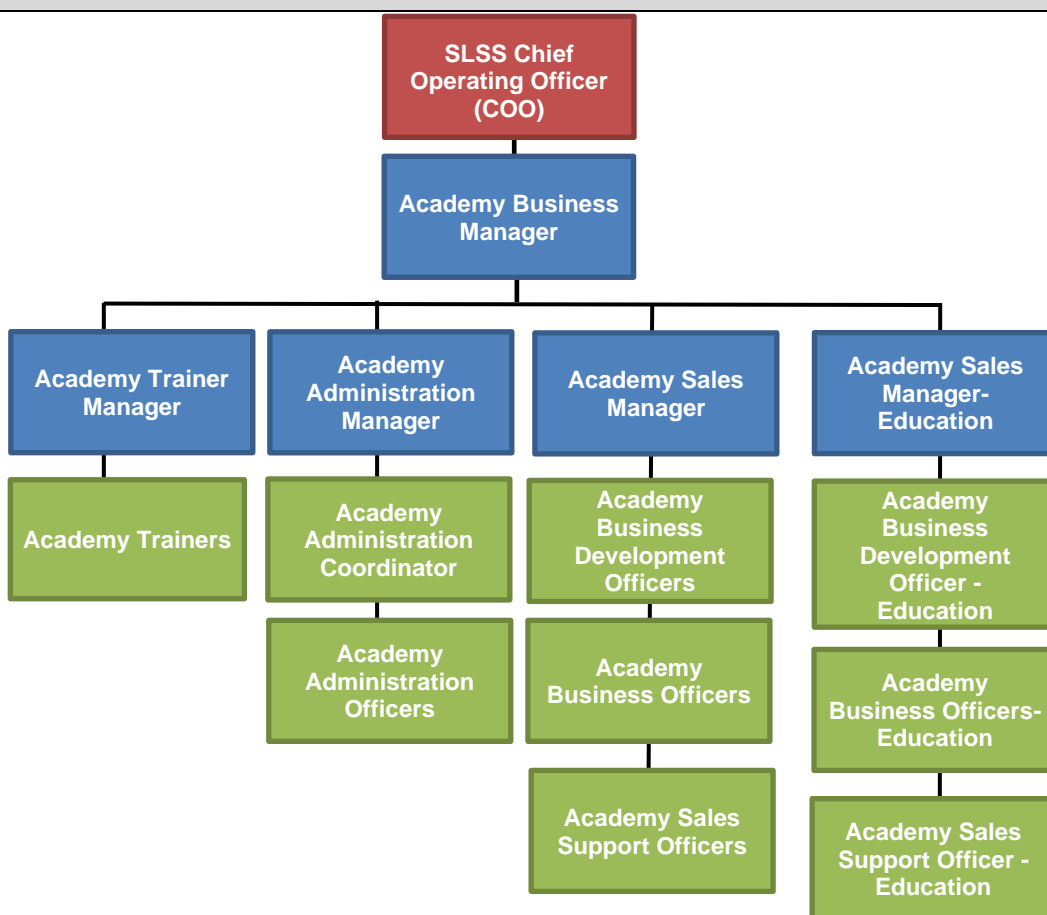
Position Description

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

PURPOSE STATEMENT

This position will be responsible for identifying and maximising new business opportunities for first aid training and equipment within NSW/ACT across various education sectors. The Academy Business Development Officer - Education is responsible for growing and developing a strong pipeline of new business opportunities through strategic account acquisitions, networking and relationship management.

DIRECT REPORTING RELATIONSHIP



SELECTION CRITERIA

Essential	Desirable
<ul style="list-style-type: none"> Minimum 4 years sales experience and/or formal training in sales, with 2 years' experience in a business development role; High commercial and business acumen; Intermediate PC Skills (Word, Excel, PowerPoint); Experience with design and implementation of business development strategies; 	<ul style="list-style-type: none"> Tertiary qualifications in business, education, marketing or related experience in a similar role; Previous experience working in the education sector; Knowledge of first aid training and first aid equipment market; Exposure to the not for profit sector;

<ul style="list-style-type: none"> • Ability to identify and map business strengths and customer needs; • Strong business proposals writing skills; • Experience in tender writing and winning tenders; • Experience in drafting and reviewing contracts • Strong marketing skills; • Proven ability to achieve and exceed targets; • Excellent attention to detail; • Excellent written and verbal communication skills along with excellent interpersonal skills; • Demonstrated ability to effectively; communicate with a variety of stakeholders; • Excellent presentation skills, and experience in presenting to a range of internal and external stakeholders; • Excellent networks and / or networking skills • Ability to manage multiple projects; • Excellent problem-solving skills; • Strong negotiation skills; • Ability to work autonomously; • Highly organised with effective time management; • Current unrestricted Driver's Licence; 	<ul style="list-style-type: none"> • Exposure to working in a Registered Training Organisation (RTO).
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KEY OUTCOMES (KRA)	
Outcomes	Key Activities
KRA 1: 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; • Establish, develop and maintain business relationships with prospective clients to generate revenue growth; • Create and implement annual growth strategies for the business, including competitor analysis and maintain market knowledge; • Develop clear and effective written proposals/quotations/tender submissions for prospective clients; • Secure new client meetings to present proposals to prospective clients; • 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 and events; • Provide regular forecast and sales strategy planning reports;
KRA 2: Account Management	<ul style="list-style-type: none"> • Maintain a sales and partnerships database (Salesforce) to accurately provide line of sight to revenue and sales projections. • Working closely with new 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 ALA as a leading first

	aid provider with the aim of achieving preferred provider status.
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; • Perform other reasonable duties as required under the context of this position; • Assist with out-of-scope ALA projects where required.

PERFORMANCE STANDARDS (KPIs)	
Outcomes	Key Performance Indicators (KPI's)
KRA 1: Business Development	<ul style="list-style-type: none"> • Conduct weekly cold calling (30 per week); • Conduct weekly virtual or face to face meetings with prospective new clients; • Acquire 15 new clients per quarter; • Ensure follow up activities are completed daily; • Exceed set sales targets.
KRA 2: 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; • Provide timely proposals following sales call or meetings; • Implement effective communication strategies to develop long term business relationships.
KRA 3: Business Administration	<ul style="list-style-type: none"> • Ensure administration processes are carried out according to agreed policies, standards and formats; • Meet deadlines where required.

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; • 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, SLSS 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 Development Officer – Education works closely with the Academy Sales Manager - Education to achieve new business sales targets through identifying and maximising sales opportunities of first aid training and equipment within NSW/ACT across various education sectors. Once new business has been successfully secured (MOU, preferred supplier agreement/contract signed) the Academy Business Development Officer will perform an in-depth account management handover with an Academy Business Officer.

External: Ongoing effective relationships with first aid training clients and equipment 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 _____