



Make  
it matter.

## POSITION DESCRIPTION

# Business Development Coordinator

Position Level	Level 7
Faculty/Division	Engineering
Position Number	00121270
Original document creation	27/07/ 2022

### Position Summary

The **Business Development Coordinator** will perform a key role within the newly established Australian Graduate School of Engineering (AGSE) at UNSW. They will be the primary point of contact for industry organisations potentially interested to provide training opportunities for their employees through programs offered by the AGSE.

The **Business Development Coordinator** role is critical to the business development and growth of Short Courses at the AGSE. The core of the role revolves around building key internal and external relationships and managing the external profile of the AGSE. The role will include developing a social media and advertising strategy, generating leads, responding to enquiries, nurturing relationships to maximise repeat business, and acquiring new clients to drive increased enrolment and revenue targets.

As part of a small and highly collaborative team, this role is responsible for the sales of a range of Short Courses in both a B2B and B2C setting. This role also has responsibility to maintain an extremely high level of customer service and works closely with the AGSE Director and AGSE Project Manager to ensure the participants' experience is seamless from enquiry to enrolment and participation.

The **Business Development Coordinator** reports to the Director of the Australian Graduate School of Engineering (AGSE) and has no direct reports.

### Accountabilities

Specific accountabilities for this role include:

- Oversee the development of project plans to optimise the external profile and marketplace awareness of the AGSE and participate in planning processes.
- Provide expert advice and technical knowledge to the AGSE on industry demands for professional development courses, contributing to the strategy and direction of AGSE's offerings and marketing.
- Develop and maintain relationships with industry organisations and government to identify and promote training opportunities for their employees through programs offered by the AGSE, driving

the AGSE value proposition for increased opportunities and seeking regular feedback to contribute toward program enhancements.

- Lead the delivery of AGSE communications, social media and external profile building to achieve KPIs associated with awareness of AGSE's short course offerings.
- Increase incremental revenue and expand the opportunity pipeline for AGSE short courses.
- Undertake financial analysis of the program budget, monitor expenditure against budget allocation, conduct regular reviews and reporting, manage expenses and variances effectively.
- Coordinate phone, email, online and face to face enquiries with current and prospective clients, maintaining an up-to-date knowledge of AGSE offerings and industry demands.
- Follow-up on program participants with a view to understanding their experience and building opportunity for repeat business through direct conversations and reviewing program evaluations and provide recommendations to the AGSE Director.
- Provide a superior level of customer service commensurate with the quality brand ambitions of AGSE.
- Work closely with employees at the Australian Graduate School of Management (AGSM) to maintain a cooperative and effective relationship between the AGSE and AGSM.
- Build effective working relationships with academics and other staff within the UNSW Faculty of Engineering.
- Initiate marketing activities to continue to develop new and innovative ways of raising awareness and profile of AGSE programs.
- Monitor, track and report on the status of project deliverables to ensure time, cost and quality metrics are in line with approved project plans for assigned projects.
- Provide a high level of proactive project support to project team and stakeholders.
- Provide reports to establish insights to the AGSE Director on activity and ideas for process improvements.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

## Skills and Experience

- Relevant tertiary qualification (business, commerce, management or public relations) with subsequent relevant experience or equivalent competence gained through any combination of education, training and experience.
- Demonstrated experience in a communications or marketing role in a large organisation and engaging with stakeholders to achieve sales targets.

- Experience working in the higher education sector is highly desired.
- Demonstrated success in developing and maintaining strong professional relationships and providing advice on client/market needs to achieve revenue targets.
- Excellent oral and written communications skills.
- Experience working with and an understanding of the value of CRM systems.
- A dedication to customer experience, attention to detail, problem solving and a process orientated mindset.
- Excellent financial analysis skills with the ability to develop, report on and communicate financial information and monitor budgets.
- Excellent time management and organisational skills, with the ability to work well under pressure and manage multiple tasks with competing deadlines, adopting a commitment to providing excellent customer service.
- An appreciation of the importance of continuing professional development in the engineering sector.
- Demonstrated ability to work in a team, collaborate across disciplines and build effective relationships.
- Ability to plan, organise and co-ordinate projects and tasks.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

#### **Pre-employment checks required for this position**

- Verification of qualifications