**World class water services for a better life**

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| Position Title  | Business Development Manager |
| Position Number(s) | TBC | Manager Title | Senior Manager Laboratory Services |
| Business Group | Asset, Operations & Delivery | MoR Title | General Manager Asset, Operations & Delivery |
| Business Unit  | Laboratory Services | Direct Report’s Title(s) | Not Applicable |

What is the unique purpose of the role?

What is the reason for the role’s existence and the key contribution to SA Water’s success?

To be written in terms of “Lead/Support/Design/Implement/Deliver… in order to ensure/provide/ effect/contribute/achieve… for… what outcome.”

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| Grow business for Laboratory Services from new customers and markets with a focus on rebuilding non-contracted business. Identify, develop and project manage business opportunities to generate strong business growth in AWQC Laboratory Services to achieve revenue and profit growth targets. |

What does the role do?

The key accountabilities unique to this role are (3-6 required):

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| Key Accountabilities | Accountability Details (2-8 per accountability) |
| Contribute to a constructive and collaborative team environment working together to deliver safely and stand accountable, genuine and innovative every day | * Implement the direction set by the senior manager.
* Contribute to a positive constructive highly performing culture that places customers at the heart.
* Build and maintain strong, collegiate working relationships with team members and internal stakeholders, focussed on achieving business goals and strong commercial growth.
* Ensure business plans are delivered to achieve strategic priorities and performance goals, ensuring accountabilities are met on time.
* Work collaboratively to leverage the collective capability, make better decisions and move forward with commitment.
* Identify and implement opportunities for continuous improvement to build strong commercial outcomes.
* Take responsibility for the safety and wellbeing of yourself and others, ensuring all responsibilities are met and a strong culture of safety leadership.
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| Develop Business Development Strategy and Plan to achieve strong business growth | * Undertake marketplace assessments, reviewing current and future needs of the water and allied industries requiring laboratory and field services to identify business growth opportunities for Laboratory Services.
* Identify and recommend new target markets/industries beyond water industry based on demand projections and opportunities, prepare plans for market approaches and service delivery into each industry segment.
* Research the marketplace to identify opportunities to expand AWQC Laboratory Services business operations/footprint nationally.
* Develop business growth strategy and plan for Laboratory Services, incorporating information from marketplace assessments and review of customer movements/lost business.
* Gain market intelligence that enables AWQC to capitalise on commercial opportunities to grow its business operations including further interstate expansion.
* Contribute to the preparation of business cases and papers to SLT/Board for business growth initiatives.
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| Grow AWQC Laboratory Services business | * Achieve strong growth in Laboratory Services revenue and profit from new business sources including new clients/markets/industries.
* Review annual trends and drivers for movements in customer business/spend with a focus on non-contracted business, actively work to recover former clients and lost business to achieve annual revenue and profit targets.
* Prepare quotations, tender submissions and bids for all new sources (i.e. not existing customers) of business including recovering lost business/former customers – keeping a forward view of expected timelines to market for all prospective clients.
* Achieve growth in national market share of water utilities and other allied industries in line with demand/opportunity.
* Review feedback on successful and unsuccessful quotes/bids and develop and implement plans to address shortfalls.
* Report regularly on the progress of all business development initiatives to the Laboratory Services Management Team.
* Work closely with the Manager Customer Service & Growth to inform strategy and plan to grow business from existing customer base.
* Contribute to pricing and commerciality reviews.
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| Promote and market Laboratory Services | * Develop and implement innovative and successful approaches for showcasing AWQC Laboratory Services’ expertise to the marketplace.
* Contribute to the development and marketplace communication of AWQC’s Value Proposition.
* Update and enhance Laboratory Services’ marketing collaterals including AWQC’s website.
* Actively promote Laboratory Services through a range of marketing activities including key industry events and meetings.
* Work efficiently and within financial budget for promotional activities.
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| Develop valued relationships with prospective and new clients | * Build and maintain sound and valued relationships with key potential customers and stakeholders to maximise opportunities for growth of new business.
* Negotiate business opportunities from a customer perspective and provide a highly individualised service to potential new and former clients.
* Rebuild and maintain sound relationships with former clients, exploring opportunities to provide value.
* Keep abreast of marketplace feedback and incorporate this into functional delivery plans and align business activities to achieve the delivery of strong customer and commercial outcomes.
* Identify improvements to services and processes through market research and engaging with potential and former clients.
* Identify and lead improvement initiatives that contribute to improved success rate in bidding, tendering and retaining new business.
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Knowledge, skills and experience the role requires

Criteria which will be used for recruitment and selection for this role (maximum of 8):

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| Foundation Knowledge, Skills, Experience and Qualifications | Essential or Desirable |
| Tertiary qualifications in management/finance/accounting or science/engineering or related fields with experience in a business development role within a major commercial technical/laboratory/production environment | Essential |
| Proven ability and extensive experience in identifying, developing and successfully securing new business opportunities to achieve mutual value | Essential |
| Demonstrated capability and experience in formulating and implementing business development strategies and plans that successfully achieved substantial revenue and profit growth | Essential |
| Superior communication, presentation and writing skills including demonstrated experience in writing business cases, reports, briefing notes, Senior Leadership Team and Board Papers, business development plans, sales/bids & proposals, etc. | Essential |
| Demonstrated capability and experience in proactively managing customer and stakeholder relationships for win-win outcomes with excellent track record in customer satisfaction achieved and demonstration of commercial growth | Essential |
| Understanding of water industry analytical services and ability to confidently communicate and sell these services to potential customers | Desirable |

Who you work with

Key Stakeholder Relationships criticalto the success of this role (maximum of 6):

* Potential clients from across the water and varied industries requiring field and laboratory analytical services
* Customers – existing and former
* Industry bodies such as AWA, WRA, WSAA
* Business Development, Brand & Marketing, Procurement, Finance, Information Technology

Special conditions

Does the role have any unique requirements?

* Flexible hours and some after hours as required, some intra and interstate travel (mandatory)
* You will be required to hold a current driver’s licence at all times

**Your PD outlines what the requirements of your role are. The behaviours you demonstrate are equally as important and form part of your PD.**

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