

Position title	Senior Manager Enablement B&A
Division	Business and Agriculture
Department	Third Party, Performance and Enablement
Direct Reports	3

Our culture and values

We have a clear strategy and important work in place to become Australia's bank of choice.

Our values of **teamwork, integrity, performance, engagement, leadership** and **passion** are at the core of who we are and form the expectation of the behaviours we adopt every day.

We strive to have a culture that drives balanced outcomes; is open and informed for disciplined execution; that celebrates and recognises success; and where the sum is greater than its parts. To achieve this, we focus on four critical behaviours: **act commercially; move fast to help customers achieve their goals; recognise people for their impact; and actively challenge the status quo.**

Together, we're creating a culture we can continue to be proud of; one that will help us reach new heights.

ROLE PROFILE

Your division, your team

Business & Rural Banking is a strong contributor to our customers and the Bank's success. In what is a highly competitive and evolving marketplace we are constantly seeking creative and innovative ways to improve what we do and demonstrate our compelling points of difference to our customers.

The Business & Agricultural Enablement team is to lead, coordinate and deliver events, content and support to our customers, communities, and colleagues. This is requiring an ability to understand the strategic intent of the business in line with the divisional plan. Then working with the General Managers, Heads and their respective teams being able to translate that into tactical activities that create:

- Customer growth through attraction and retention strategies.
- Better NPS.
- Creates broader product utilisation to support customers with the opportunities and challenges they face either On-Farm or in their Business.

The purpose of your role

As Senior Manager Enablement Business and Agriculture you must be able through superior stakeholder engagement, create momentum through your team. This will be achieved through well thought out product enablement plans and in business initiatives and reporting back on their success. You must be able to use data and insight to measure their success to demonstrate both quantitative and qualitative value for the business and create a desire to invest in your teams' activities.

This will require you to be a Senior Leader who is recognised for delivering through your people, rather than just through your actions. Critical to this role is an ability to be visible in Rural and Business markets with our customers and colleagues at events (travel regularly) and see first hand how BEN needs to tailor events, campaigns, and content. You will also have significant experience working with marketing to ensure they are aligned from an "above the line" perspective to ensure coordination is well planned and timely.

This role is a Senior Leadership role within BEN and will work closely with the decision makers. To be successful you must possess and have demonstrated:

- Strong Senior Stakeholder relationship management skills.
- An ability to execute proactively without requiring a deep level of micromanagement and direction.
- A deep understanding of the challenges faced by both Agricultural and Business customers.
- A recent proven record in leading team change and performance delivery.
- A clear understanding of the business strategy of BEN B&A.
- An ability to understand and translate the B&A strategy into an executable plan that focuses on core segment and products and communicate it.

This role will be located in Melbourne or Bendigo and will require regular travel to customers and colleagues.

Your core relationships

The position will report to the Head of Business Development but work closely with all GMs in B&A.

Relationships with the following key stakeholders/ departments will be important:

- Sales leadership teams
- Business Transformation
- Products
- L&D
- Marketing
- Finance
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What you're accountable for

Leadership

- Lead, design and delivery of a product and engagement plan for B&A, that is costed and has associated KPI's.
- Deliver in tandem with Insights team Agri and Bus data and analysis to colleagues and customers to drive financial outcomes and assist in the growth of paid services.
- Be the voice of customer focus, for Agri and Business. Knowledge of both businesses, influential networks crucial, as well as ability to work with internal stakeholders such as Retail on One Customer.
- Lead a multifunctional and agile approach to campaign support.
- Establish an engaging vision by preparing appropriate artefacts (external and internal) and outputs to galvanise support for the Business and Agri.
- Regularly connect with colleagues/leaders/customers/stakeholders to ensure support for the implementation of the customer journey, i.e., keep front line informed and engaged and lead the debate.
- Demonstrate the ability to Lead and develop individuals and teams.
- Driving best practice and efficiency to build high performing teams.
- Work with regions, businesses, and industries we want to grow. Ensure a cross functional approach with clear accountabilities.

Customer	<ul style="list-style-type: none"> • Ensure a consistent and high level of customers service is delivered across the business. • Maintain a deep understanding of the external business environment to ensure our customers receive meaningful business and industry insights and their interests are represented. • Support a strong sales and business development culture in the agribusiness teams to support Business and Rural Bank customers in the financial needs of their business with consideration of the regulatory requirements. • Collaborate with partners (distribution and industry) to articulate and execute customer value propositions and deliver tools which ensure that the positioning of these messages is consistent and effective. • Responsible for in b&a communication and engagement frameworks for localised marketing activation
Risk Management	<ul style="list-style-type: none"> • Ensure all strategies, projects and initiatives are implemented efficiently and effectively with the business engaged and positioned appropriately to execute. • Define change strategies in collaboration with stakeholders to deliver and achieve business objectives. Work with the leadership team to manage prioritisation of in business change initiatives into the business.
Performance and Customer Focus	<ul style="list-style-type: none"> • From reviewing business performance outcomes, develop intervention activities or strategies to support banker performance. • Accountability for measuring and providing solutions to enhance the performance of sales teams. • Engage with key stakeholders to ensure the continuous improvement of the team, operations and support provided to business customer. • Accountable for developing the strategy, measurement and monitoring to support sales strategy and growth outcomes for B&A .
Learning content resourcing and tools	<ul style="list-style-type: none"> • Support compliance regulation and learning requirements including the updating of all relevant sales resources in line with AML/FinCrime/ASIC DDO legislation when appropriate. Develop a style guide and be the custodian for SharePoint content across Learning & Development including staff onboarding.
Leading and Developing others	<ul style="list-style-type: none"> • Drive a change in culture to attract and grow Business and Agri customers to BEN through increasing business development and business acumen skills. • Actively manage key relationships across the Group to influence and provide greater staff and customer experiences. • In line with BEN U develop our people as the next generation of talent and custodians.



Your knowledge, skills and experience

Knowledge & skills	<ul style="list-style-type: none"> • Strong understanding of the Banks regional and community engagement • In addition to Business & Agriculture strong knowledge and exposure to the following specialist disciplines: Debtor, Trade and Equipment finance Operations, Specialised Lending. • Strong leadership and influencing skills to lead and drive cultural change across the group. • Proven experience in leading high performing teams. • Strong understanding of Australia's banking & finance industry with the ability to identify opportunities and leverage changes or trends across the industry to support customer and lending growth. • Ability to cultivate strategic relationships and ensure that the customer perspective is the driving force behind all key business activities. • Demonstrated experience leading an evolving business unit, with the ability to pivot the strategy based on business demand and stakeholder requirements. • Strong presentation skills, including the ability to make formal presentations both to internal stakeholders and external partners. • A sound understanding of bank policies and processes. • Proven problem solving and conflict resolution skills. • Excellent written, verbal and analytical skills. • Extensive knowledge in Sales and Marketing strategy development and delivery. • Exceptional leadership, conflict resolution, and influencing skills • Demonstrated skills in developing and maintaining strong stakeholder relationships. • Ability to analyse external and internal data sets to formulate plans and sales activities to support outcomes. • Exceptional written & verbal communication skills are essential. Capacity to communicate effectively with all levels of the organisation. • Strong understanding of various communication tools used across the organisation along with the broader industry • Strong relationship and change management skills • Strong customer service focus • Ability to think outside the square and approach development solutions innovatively and creatively High level of financial literacy
Relevant experience	<ul style="list-style-type: none"> • Extensive operational or tactical business experience in a relevant or related leadership position • Track record in building and delivering a business unit national sales strategy and plan • Success in achieving business growth results • Track record of building operating cadence to support a sales culture • Sound knowledge of the commercial and SME markets is critical to ensure the continued growth of the portfolio • Sound experience in developing and growing business within new markets • Ability to think creatively to solve problems • Change management skills

Your qualifications and certifications

- Minimum of 3 years' post-qualification experience in a commercial environment.
- Minimum 10 years' experience in financial services, ideally in the banking industry.
- Demonstrate ability to connect experience to policy to outcomes.
- Demonstrated experience in working in a large, complex, and commercial environments.
- Demonstrated experience in influencing senior stakeholders across the business.

Risk responsibility

Ensure all work practices are conducted in accordance with all Bank compliance requirements, as specified in Bank policy, corporate and business unit procedures and identify and report instances of non-compliance to appropriately.

CAPABILITY PROFILE

Key people capabilities

Relationships	Innovation
Execution	Grow Others

People capability profile

Relationships Builds and maintains productive relationships with trust and integrity. Works collaboratively and is open to the perspectives of others.	Results Focus Sets and manages relevant goals. Is mindful of and responds to the business environment. Asks for help and reviews for learning.	Grow Self Grows knowledge, is curious and proactively applies learning. Builds resilience and is mindful of impact on others.	Role Expertise Maintains role-specific standards and applies knowledge, skills and experience on-the-job.
Expert	Advanced	Advanced	Advanced
Communication Effectively expresses thoughts, ideas and information. Actively listens and adapts communication style. Engages, influences and connects to our purpose to tell our story.	Execution Makes well-considered decisions, plans and delivers quality outcomes. Problem solves and acts with integrity. Holds self and others accountable.	Grow Others Develops others by sharing feedback, recognising and celebrating outcomes. Connects with others to guide, empower and inspire.	Customer Focus Identifies customer goals, makes relevant recommendations and takes appropriate timely action. Collaborates across the business to deliver best outcomes for the customer.
Expert	Advanced	Advanced	Advanced
Partnering Acts with intent to build sustainable partnerships with customers, community and stakeholders to deliver shared value and achieve business outcomes.	Innovation Constructively challenges the status quo and offers alternatives. Seeks to improve ways of working and is open to new ideas and experiences.	Future Ready Exchanges and respectfully challenges perspectives and approaches. Anticipates, embraces and promotes change to achieve our vision for today and tomorrow.	Commerciality Applies understanding of finance, risk, people and customer for decision-making to deliver business sustainability. Takes appropriate risks and acts in the best interest of the Bank.
Advanced	Advanced	Advanced	Advanced

Role motivators

Challenge	Performing mentally stimulating work, solving complex and/or unfamiliar problems. Stretching self intellectually
Expertise	Being recognised for specialist knowledge, learn new skills and improve own performance
Impact	Directly contributing to the success of the organisation, knowing work directly affects productivity and profit
Achievement	Gaining a sense of achievement, closure; seeing something through to completion; working towards attainable goals
Impact	Directly contributing to the success of the organisation, knowing work directly affects productivity and profit