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| **Position title** | **Sales & Performance Strategy Manager, Business Customer** |
| **Division** | Business Banking |
| **Department** | Business Customer  |
| **Direct Reports** | No |

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| **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. |

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| **ROLE PROFILE** |

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| **Your division, your team** |
| In Business Customer, we make business personal by developing meaningful relationships built on trust to help our business customers and communities prosper. We provide our customers a dedicated business banking relationship who takes the time to understand their goals and aspirations and provides meaningful insights to add value to their business. Our goal is to enhance the prosperity and sustainability of the communities in which we operate.This team manages all of our business customer needs and interactions including working with our distribution partners in branches, digital and consumer connection as well as our partners in operations to support our existing customers to grow and to attract new customer to BENs Business Banking proposition. The team has bankers in the field as well as virtual specialist team to support bankers to have more time with customers. We are regionally aligned to ensure we have a personal relationship and closeness to the customers we support and the communities we want to help grow.  |

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| **The purpose of your role** |
| This role will be a member of the Business Banking Sales Strategy team and will be expected to develop sales activities across Business Customer and the broader business banking distribution channels (Broker & Specialist) and support the Head of Sales & Performance Strategy to achieve sales and performance targets. The skills vital to this role are:* The ability to implement and clearly articulate sales strategy, direction and specific measurable key actions
* Experience in executing the sales process, marketing activation activities, sales reporting and banker engagement activities to drive a culture of meeting more customer needs
* A strong customer focus and drive
* A proven track record in developing and executing sales strategies, working across two States to support the strategy and delivering sales outcomes to achieve customer needs
* The ability to research the external environment to guide initiatives and continuous improvement
* Strong analytical skills and the ability to interpret data to drive business outcomes

This role works across Business Banking, working closely with Heads Of, State Managers and Banking Leaders on their sales strategy plans and delivering the plan. This will include developing localised marketing activity and campaigns, outbound sales campaigns, regional based activity in the community, sales coaching, metric management and measurement. Ensuring the right operating cadence is in place to drive the right sales culture to meet more customer needs.  |

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| **Your core relationships** |
| Position will report to Head of Sales & Performance StrategyRelationships with the following key stakeholders / departments will be important: State Manager Business Customer Banking Leaders Head of BrokerHead of Specialised & Corporate Lending Peers in the Business Banking Customer TeamMarketing Local Network regional sales and marketingBusiness Operations & Productivity – Reporting & Performance and Sales Activation teams |

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| **What you’re accountable for**  |
| Customer | * Develop a strong sales and business development culture in the Business Banking teams to support BEN business customers in the financial needs of their business.
* Networks and an understanding of the external business environment to ensure our customers receive meaningful business and industry insights and their interests are represented.
* Sales coaching strategy activation combined with customer behaviour analysis supported by data and reporting
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| Strategic Leadership | * Align to the Business Banking Sales Strategy, build, drive and execute State/ Industry based sales strategy for the growth and success of the Business Banking portfolio
* Operationalise the sales strategy
* Anticipate the changing environment we operate in and position the business to stay ahead of the curve
* Ensure we compete in the regions and chosen industries we want to grow, delivering targeted programs and activities working closely with marketing, front line leaders and support teams
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| Leading and Developing others | * Support the change in culture to attract and grow business customers to BEN through increasing business development and business acumen skills
* Lead and support cultural change across the network
* Actively manage key relationships across the Group to influence and provide greater staff and customer experiences
* Partner with Learning & Development to implement sales development to drive business outcomes
* Activate individual sales coaching plans for all staff within the State
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| Business Performance | * Accountable for developing the strategy, measurement and monitoring to support sales strategy and growth outcomes for the Business Banking division
* Develop strategy and delivery support for leaders to execute on customer acquisition, retention strategies
* Making repeated attempts to achieve worthwhile goals regardless of barriers/obstacles
* Partnering with Business Customer Management Sales Activation Team to execute on sales strategies
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| Risk | * Support State Manager to ensure that all business unit risk management requirements are met as required
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| **Values**  | * Role model behaviour in accordance with the Bendigo and Adelaide Bank Values of Teamwork, Integrity, Performance, Engagement, Leadership and Passion & Critical Behaviours
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| **Your knowledge, skills and experience**  |
| **Knowledge & skills** | * Strong knowledge in Sales and Marketing strategy development and delivery
* Experience in sales management, reporting and monitoring experience
* Leadership, conflict resolution, and influencing skills
* Demonstrated skills in developing and maintaining stakeholder relationships
* Ability to analyse external and internal data sets to formulate plans and sales activities to support outcomes
* Strong understanding of the Banks regional and community engagement
* Strong written & verbal communication skills are essential. Capacity to communicate effectively with all levels of the organisation.
* Present information succinctly for internal and external stakeholders
* Strong relationship and change management skills
* Strong customer service focus
* Ability to think outside the square and approach development solutions innovatively and creatively
* Business Industry and market knowledge to support customer and lending growth
* High level of financial literacy
* Extensive prioritisation skills
* Data interpretation skills
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| **Relevant experience** | * Track record in building and delivering a business unit sales strategy and plan
* Success in achieving business results
* Track record of building operating cadence to support a sales culture
* Sound knowledge of the commercial and SME markets
* Experience in developing and growing business within new markets
* Ability to think creatively to solve problems
* Change management skills
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| **Your qualifications and certifications** |
| Tertiary qualification in business, marketing or finance related discipline Driver’s licenceBackground checks including police check and ABA check Psychometric assessments |

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| **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. |

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| **CAPABILITY PROFILE**  |



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| **Key people capabilities** |
| **Grow Others – Advanced** | **Relationships – Expert** |
| **Results Focus - Expert** | **Customer Focus - Expert** |

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

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| **Role motivators** |
| **Motivator** | Insert motivator definition. |
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