



Position Description

Business Development Officer

Business Development

Office of Engagement and Enterprise

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|----------------------------|---|
| Classification | Level 7 |
| Delegation band | Delegations and Authorisations Policy (see Section 3) |
| Special conditions | Regular travel within Australia may be required |
| Workplace agreement | Charles Sturt University Enterprise Agreement |
| Date last reviewed | May 2024 |



About Charles Sturt University

Purpose

The Wiradjuri phrase *yindyamarra winhanganha* means the wisdom of respectfully knowing how to live well in a world worth living in. This phrase represents who we are at Charles Sturt University – our ethos. It comes from traditional Indigenous Australian knowledge, but it also speaks to the vision of the university – to develop and spread wisdom to make the world a better place.

Vision

Charles Sturt University is set to undergo a decade of great reform that will see the university characterised by these key elements:

- An uncompromising drive towards excellence in every aspect of its operations
- A far-reaching strategic re-positioning of teaching, learning, research, and innovation
- A cementing of our position as Australia’s pre-eminent rural and regional university

The overarching aim is to consolidate our institution so that it is demonstrably more resilient and sustainable by the end of the decade.

Goals

To deliver on our purpose and vision, the university has three key goals:

1. Maintain the university's position in the top five Australian universities for graduate outcomes based on employment and salary
2. Embed a culture of excellence across all aspects of the university’s operations
3. Exponential growth in research, development, and innovation income in our chosen areas, delivering high impact outcomes for regional Australia

Our values

Charles Sturt has a proud history and is fortunate to have an outstanding group of diverse, passionate, and engaged people working with us. Our values of insightful, inclusive, impactful, and inspiring guide our behaviours and ways of working to help us achieve our ethos of creating a world worth living in.

Performance measures

In addition to the principal responsibilities all staff are required to contribute to the success of the university strategy including meeting university’s eight key performance indicators:

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| Our Students | <ul style="list-style-type: none"> • Commencing progress rate • Student experience |
| Our Research | <ul style="list-style-type: none"> • Research income • Research quality and impact |
| Our People | <ul style="list-style-type: none"> • Engagement • All injury frequency rate |
| Our Social Responsibility | <ul style="list-style-type: none"> • Underlying operating result • Community and partner sentiment |

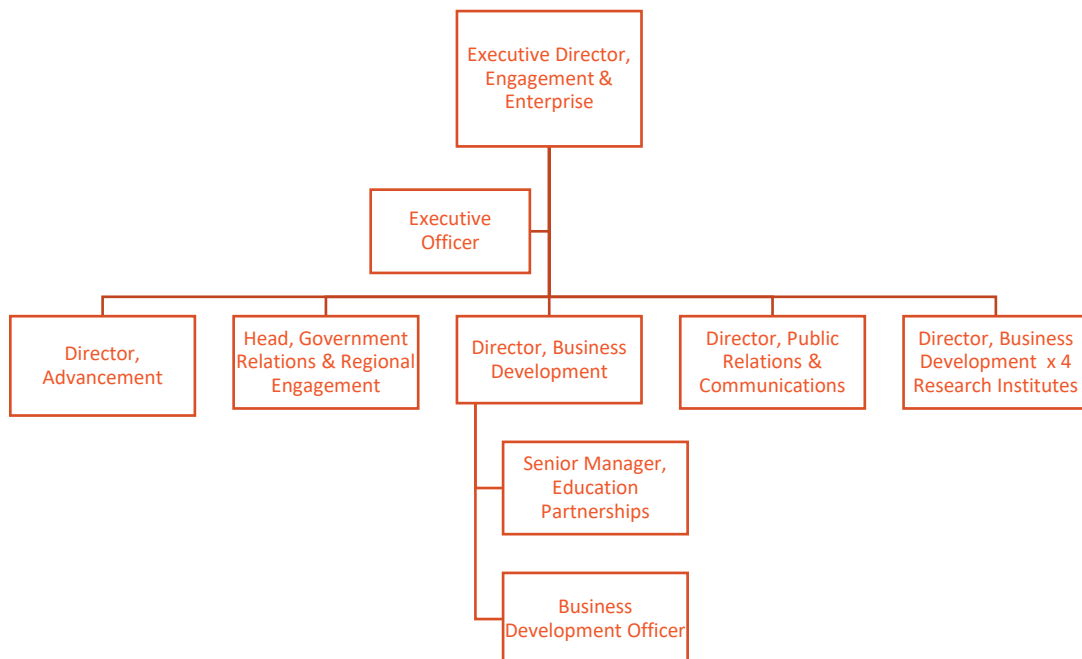
Office of Engagement and Enterprise

The Office of the Executive Director, Engagement and Enterprise reports directly to the Vice-Chancellor and leads the following activities:

- Charles Sturt Engagement Strategy 2030.
- Charles Sturt University Business Development and Enterprise.
- Development and initiation of strategic partnerships.
- Strategic external engagement activities across the University's footprint, including Charles Sturt Regional Engagement and Local, State and Commonwealth government relations.
- Public relations, media and communications
- Advancement and philanthropic activities

The Office provides strategic leadership, expertise, and a range of services to support whole-of-University goals associated with its commercial and strategic intent. In achieving these goals, the Office collaborates with a broad network of external stakeholders. In addition, the Office works with all areas of the Charles Sturt community to build university capability and develop a strong and integrated approach to business development, community engagement, internal and external communications, government relations and advancement.

Organisational chart



Reporting relationship

This position reports to: Director, Business Development

This position supervises: Nil



Key working relationships

- Director, Business Development and Directors' External Engagement
- Executive Director, Engagement and Enterprise
- Charles Sturt stakeholders with responsibility for business development, partnerships and community activities
- External stakeholders associated with business development opportunities for the University including commercial, community and government organisations
- Executive Leadership Team (ELT) members including Chief Operating Officer, Chief Financial Officer and Executive Deans



Position overview

Charles Sturt University embarked on a high impact reform of its business development and revenue generating operations, with a bold vision for growth and quality for the regions it serves. As part of this, we're seeking an experienced Business Development Officer to actively support whole-of-university outcomes.

The Business Development Officer is responsible for working with a range of stakeholders to identify and respond to opportunities; and to build and implement processes that achieve objectives set by the Executive Leadership Team (ELT) and Charles Sturt Revenue Generation Steering Committee.

The Business Development Officer will coordinate and facilitate Charles Sturt business development activities, utilising high level stakeholder engagement, writing, process design and client service capabilities. The Business Development Officer will specialise in opportunity tracking, pipeline management and reporting (using the University's client relationship management system; CRM) and opportunity/submission development.

Teamwork, a growth mindset, and strategic engagement capabilities are strongly encouraged within the Office of Engagement and Enterprise. As such, the Business Development Officer will be required to make a strong contribution to the values-led culture of the portfolio.

Principal responsibilities

The Business Development Officer will:

- Under the direction of the Director, Business Development, play a pivotal role in coordinating and facilitating Charles Sturt business development activities, including contributing to the design of processes and systems that maximise efficiency and outcomes
- Curate business development opportunity information in the CRM
- Design and create regular, tailored reporting on business development opportunities in the CRM
- Monitor and action government and industry funding opportunities
- Coordinate and write grant applications for business development opportunities and tenders
- Support opportunity pipeline management for emerging opportunities
- Work with a broad range of professional and academic staff to identify and assess strategic business development opportunities
- Support the Director, Business Development in providing high level client services to internal and external stakeholders
- Other duties appropriate to the classification as required.



Role-specific capabilities

This section comprises capabilities from the Charles Sturt [Capability Framework](#) identified as essential or critical for success in this role.

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| Focus on service | Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, student welfare, equity and conduct). |
| Be business savvy | Look to add commercial value in our roles, processes and ways of working. |
| Innovative | With creativity at our core, be open to new ideas and seek to find better ways. |
| Take action | Weigh up risks and make prompt decisions, backing ourselves and each other (delivery of strategies, projects). |
| Adapt to change | Explore the reasons for change and be willing to accept new ideas and initiatives. |
| Network | Bring people together and build relationships that deliver desired benefits and outcomes. |
| Influence | Create compelling arguments to persuade others and promote ideas that add strategic value. |

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a university vehicle distances up to 500km per day within the terms of the university's [Driver Safety Guidelines](#)



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

- A. A relevant qualification and/or experience working on business development projects in large or complex service and / or higher education organisations.
- B. Commercial nous, including the ability to undertake financial modelling to ensure viability of proposals
- C. Advanced writing skills, including experience working on grant and tender applications
- D. High level stakeholder engagement and client relationship management skills; ideally including the use of Client Relationship Management (CRM) software
- E. Outstanding organisational capabilities including preparation and support for high level committees
- F. Strong project management and process design experience including strong pipeline management experience (for commercial opportunities)

