



# Position Description

## Senior Business Development Officer

Business Development Office

Office of the Chief Development Officer

<b>Classification</b>	Level 9
<b>Delegation band</b>	<a href="#">Delegations and Authorisations Policy (see Section 3)</a>
<b>Special conditions</b>	Frequent travel within Australia will be required
<b>Workplace agreement</b>	<a href="#">Charles Sturt University Enterprise Agreement</a>
<b>Date last reviewed</b>	October 2021



# 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:

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



## Office of the Chief Development Officer

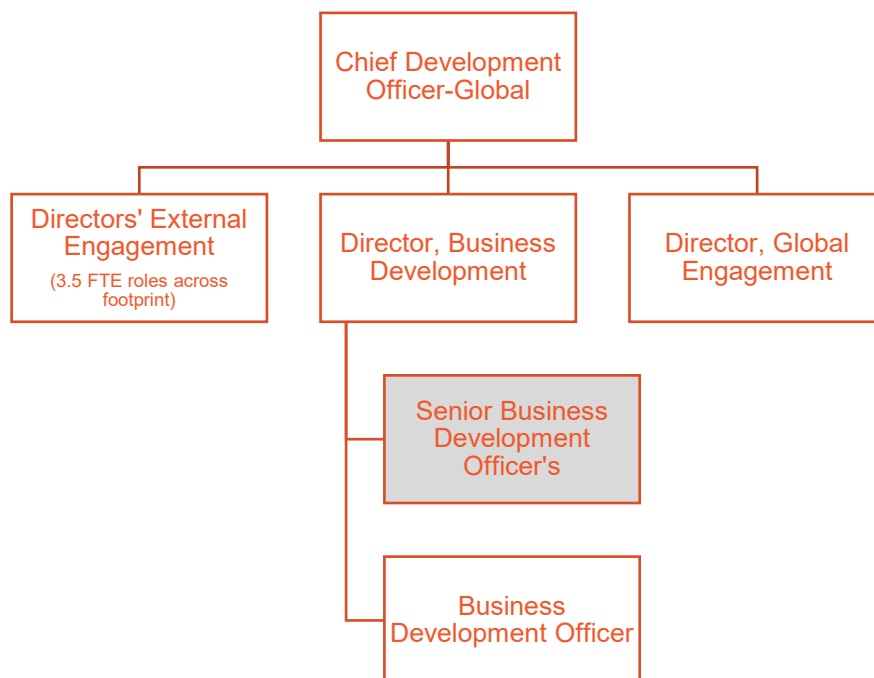
### Business Development Office

The Office of the Chief Development Officer holds responsibility for Charles Sturt's business development, international education and strategic external engagement, including:

- Revenue generation operations and strategic business development
- The international and domestic education partnerships strategy
- International student recruitment, sales, admissions, education quality assurance, compliance and student mobility
- Strategic external engagement activities across the University's footprint, including Regional Engagement Plans

The Business Development Office provides 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 Business Development Office collaborates with a global network of stakeholders. In addition, the Business Development Office works with all areas of the Charles Sturt community to develop a strong and integrated approach to business development, innovation, commercialisation, quality assurance, and risk management.

### Organisational chart



### Reporting relationship

**This position reports to:** Executive Director, Business Development

**This position supervises:** NIL



## Key working relationships

- External stakeholders associated with business development opportunities for the University including commercial, community and government organisations
- Charles Sturt stakeholders with responsibility for business development, partnership and community activities including: Executive Director, Research Institute, Executive Deans and Heads of Schools
- Director, Business Development and Directors' External Engagement
- Academic Director, Research Institute
- Revenue Generation Steering Committee members including Chief Operating Officer, Chief Financial Officer and Executive Deans
- Chief Development Officer
- Members of the Executive Leadership Team (ELT)



## Position overview

Charles Sturt University is embarking 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 reform, we're seeking an experienced Senior Business Development Officer to actively support change and deliver outcomes in the University's strategic focus areas.

- Agriculture, Water and Environment
- Regional and Rural Health
- Cyber, Data and Security

The Senior Business Development Officer will lead focused business development with emphasis on delivering mutually beneficial opportunities with new and existing partners.

Utilising knowledge of business-to-business partnerships and advanced stakeholder engagement capabilities, the Senior Business Development Officer will deliver strategic outcomes including revenue generation, that support our regions. The role will work with a broad range of University stakeholders to realise business development objectives, including executive, academic and professional staff.

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

## Principal responsibilities

- Under the direction of the Director, Business Development, lead focused and aligned business development activities, including the development of industry and government collaborations
- Provide strategic advice to the Director, Business Development regarding focused and aligned business development activities in order to deliver strategic and financial outcomes
- Lead and write grant applications for complex business development opportunities and tenders (specialising in Agriculture, Water and Environment, Regional and Rural Health or Cyber, Data and Security opportunities with external partners) that incorporate collaborations with a broad range of industry and government stakeholders
- Use financial and return-on-investment modelling to support opportunity assessment, business case development and grant applications.
- Actively lead senior staff (internal and external) to identify and develop strategic business development opportunities for the University
- Ensure that prudent due diligence is undertaken in relation to business development activities, including the assessment of financial risks, quality assurance and compliance
- Actively liaise with relevant Charles Sturt governance and management structures, including the Revenue Generation Committee.
- Use marketplace knowledge and experience to lead and facilitate commercial relationships
- Drive efficiency and outstanding client service through high level presentation, strategic negotiation and business development skills.
- 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.

<b>Focus on service</b>	Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, student welfare, equity and conduct).
<b>Be business savvy</b>	Look to add commercial value in our roles, processes and ways of working.
<b>Innovative</b>	With creativity at our core, be open to new ideas and seek to find better ways.
<b>Live our values</b>	Uphold the Charles Sturt University values daily in our own behaviours and interactions with others.
<b>Take action</b>	Weigh up risks and make prompt decisions, backing ourselves and each other (delivery of strategies, projects).
<b>Adapt to change</b>	Explore the reasons for change and be willing to accept new ideas and initiatives.
<b>Network</b>	Bring people together and build relationships that deliver desired benefits and outcomes.
<b>Influence</b>	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.

### Essential

- A. A relevant qualification and/or extensive experience coordinating business development projects in large or complex service and / or higher education organisations
- B. A demonstrated understanding of the Australian agricultural, water and environmental sector, inclusive of key trends, policy and funding environments
- C. Advanced stakeholder engagement capabilities, utilised to develop and manage strategic relationships with a range of internal and external stakeholders, in order to deliver mutually beneficial outcomes
- D. Advanced financial modelling capabilities and demonstrated ability to prepare business cases to ensure proposal viability
- E. Advanced writing, presentation, and strategic negotiation skills
- F. Strong project management and process design experience including strong pipeline management experience (for commercial opportunities)





## New South Wales

Brisbane  
Study Centre

Dubbo

Port Macquarie

Orange

Bathurst

Goulburn  
NSW Police Academy

Sydney  
Study Centre  
Parramatta

Wagga Wagga

Canberra

Albury-Wodonga

Wangaratta  
Regional University Study Centre

## Victoria

Melbourne  
Study Centre

