



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	STRATEGY & BUSINESS DEVELOPMENT LEAD
Position no:	NEW 5913
Team:	[ABC Commercial]
Department:	ABC Commercial
Location:	Ultimo
Reports to:	HEAD COMMERCIAL & REGULATORY - LEGAL 30004134
Classification:	Senior Executive
Schedule:	[Executive]
Roster cycle	[Executive]
Band/level:	[EL 1]
HR Endorsement:	3/10/2024

Purpose

Lead strategy and business development for ABC Commercial implementing new business initiatives and delivering profitable revenue growth.

Key Accountabilities

Strategy Development

- Lead the development and execution of ABC Commercial's strategic plan, including annual business planning and performance tracking.
- Oversee key ABC Commercial initiatives, including planning, execution, and tracking.
- Conduct market and competitive analysis to inform strategic decisions and opportunities for the ABC and ABC Commercial.
- Collaborate closely with ABC and ABC Commercial teams to align on opportunities.

Business development

- Lead the identification and delivery of new business opportunities for ABC Commercial, such as partnerships and new revenue.
- Drive business development activities for ABC Commercial, including lead generation and pipeline management.

- Deliver agreements and transactions for ABC Commercial, including negotiations, contracting and onboarding.
- Identify strategic opportunities for the ABC to partner with external companies.
- Build strong relationships with ABC Commercial content and business partners.

Leadership

- Provide leadership and direction to staff to ensure a shared understanding and commitment to divisional objectives.
- Manage projects and change initiatives as required.
- Build and maintain effective working relationships with all relevant stakeholders within ABC Commercial, across the ABC and with external groups.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Appropriate tertiary qualifications.
2. Experience in developing strategies across a variety of media platforms and a comprehensive understanding of how to integrate across all platforms.
3. Proven exceptional analytical and forward planning skills, demonstrating the ability to recognise opportunities and communicate visions.
4. Demonstrated high-level leadership and managerial ability with a proven ability providing effective strategic advice at a senior level towards the achievement of organisational objectives.
5. Proven highly developed ability to design and present conceptual solutions.
6. Highly developed communication, interpersonal and negotiation skills with the ability to handle large client and partner relationships, and drive groups to collective business decisions.
7. A commitment to quality and continuous improvement with an unwavering eye on results.
8. Thorough understanding of financial principles underlying budget preparation and forecasting.
9. Established high-level business network and existing strong connections within the digital content industry.
10. Demonstrated ability to apply initiative and judgement, prioritise tasks and meet deadlines.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

