



## POSITION DESCRIPTION

<b>Position title:</b>	Business Development Executive
<b>Reporting to:</b>	Head of Business Development
<b>Supervises:</b>	Casuals as required
<b>Employment type:</b>	Permanent Full Time
<b>Classification:</b>	Level 5 The University of Sydney Union Industrial Agreement 2001
<b>Conditions:</b>	35 hours per week

### Purpose

The key focus of this position is to work closely with the Head of Business Development to drive revenue through USU major events, sponsorship, advertising and on campus activations. Emphasis is on creating excellent working relationships with internal and external clients and colleagues so that the Organisation can continue to deliver world class programs and services to the members of the University of Sydney community.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	Key Tasks	Key Performance Indicators
Sales / Account Management	<p>Delivery of agreed sales targets across 4 major channels (1) Advertising (2) Event Sales (3) Brand Activations and On-Campus Sampling and (4) Membership Rewards Partners</p> <p>Support the S&amp;A Manager in developing, maintaining and retaining current sponsorship relationships</p> <p>Handle in bound and out bound sales calls / emails</p> <p>Attend sales meeting with external clients</p> <p>Prepare contracts and sales documents for clients</p> <p>Drive revenue growth from current clients</p> <p>Identify appropriate product / brand categories and develop a strategy to approach and drive revenue from these target categories including cold calling as required</p> <p>Demonstrate a pro-active commitment to driving revenue growth for the business</p> <p>Innovation – identify new revenue streams / opportunities within the current</p>	<p>Revenue targets met or exceeded</p> <p>90% of all current partnerships retained upon renewal</p> <p>75% of in bound and out bound sales calls / emails actioned and responded to within 72 hours</p> <p>One third of inward sales enquiries resulting in closed deals</p> <p>Identify at least 2 product/brand categories, present approach strategies, and present a proposed outcome for each per annum</p> <p>Demonstrate understanding of the USU's offering (programs/events).</p>

	<p>operations of the USU and prepare/make recommendations to the S&amp;A Manager based on your analysis</p> <p>Manage the after-sales service to clients to ensure all client benefits and activities are delivered in a timely, professional and high quality manner</p> <p>Continually seek out new ways to improve and develop both processes and sales activity</p>	
Sales Administration	<p>Development and maintenance of the S&amp;A client database</p> <p>Maintenance ongoing of the S&amp;A Dashboard</p> <p>Assist the S&amp;A Manager with the preparation of monthly Board Reports</p> <p>Finance: (1) Prepare and submit invoice requests to the Finance Team (2) Track payments and ensure payment prior to any activity (3) Follow up on unpaid accounts (4) Work with Finance team to ensure all revenue is tracked correctly</p> <p>Improves the overall administration process to increase efficiency and service delivery to both internal and external clients</p> <p>Prepare in consultation with the S&amp;A Manager various sales collateral documents including proposals, sales reports, media kits, rate cards and strategic plans for the function</p> <p>Maintain all USU Sponsorship &amp; Advertising Policy documents</p> <p>Coordinate casual staff and volunteers for various activities as required by the S&amp;A Function</p> <p>Manage all advertising requirements for both internal and external clients including ensuring delivery of agreed benefits / advertising rights</p> <p>Manage all external brand on-campus brand activations/sampling activity</p>	<p>S&amp;A Database and dashboard error-free and up to date</p> <p>No outstanding invoices</p> <p>Sales documentation error-free and up to date</p> <p>Policy documentation up to date</p> <p>All activities appropriately staffed</p> <p>All agreements appropriately executed</p>
Stakeholder Management	<p>Lead the S&amp;A Function relationships with the USU Programs Department and other relevant departments (Operations, Marketing, Bars, C&amp;S, Facilities, IT) to ensure we receive the support required to</p>	<p>Positive internal and external customer feedback</p> <p>Net Promoter Score &gt; 0</p>

	<p>maximise value for the business</p> <p>Exceptional customer service delivery to all stakeholders</p> <p>Coordinate casual staff and volunteers for various activities as required by the S&amp;A Function</p>	<p>All activities appropriately staffed</p>
Event Operation	<p>Process bookings for various USU Programs/Festivals such as Welcome Festival and Welcome Day</p> <p>Ensure the delivery of event requirements for both sponsors and brand exhibitors at all USU events as required</p> <p>Maintain event databases and dashboards for each major event</p> <p>Attend all event WIP's and debriefs as required by the S&amp;A manager</p> <p>Manage the relationship with both the USU and University Facilities Departments, appointed equipment suppliers and other relevant stakeholders to ensure high quality service to clients</p>	<p>Tracking spreadsheet error-free and up to date</p> <p>Any complaints from University / Union facilities personnel are resolved via the appropriate channels</p> <p>100% positive feedback from partners</p> <p>100% completion and delivery of all brand exhibitor requirements for USU major events</p>
Special Projects	<p>From time to time the S&amp;A function will undertake special projects. Contingent on workloads the S&amp;A Executive will be appointed to either lead and/or support various projects that will further the development of the S&amp;A function and assist in driving new revenue growth or improving internal processes.</p>	<p>Achievement of agreed objectives in relevant timeframes</p>
Other	<p>Other duties as directed</p>	<p>Willingness to complete other duties as directed</p>
Work Health & Safety (WHS)	<p>Conduct all work in a safe manner</p> <p>Comply with all WHS policies, procedures and instructions</p> <p>Report all incidents and hazards immediately to Supervisor and the People &amp; Culture Department</p> <p>Use and maintain safety devices and personal protective equipment correctly</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>
Work Health & Safety (WHS) Leadership	<p>Ensure all work is conducted in a safe manner</p> <p>All WHS policies, procedures and instructions are complied with</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>

	<p>All incidents and hazards are reported immediately to Manager and the People &amp; Culture Department</p> <p>Ensure the correct usage and maintenance of safety devices and personal protective equipment</p>	
<p>Demonstrate commitment to the department and USU as a whole</p>	<p>Shows a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Performs other reasonable duties as requested by Manager</p> <p>Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

#### Essential Criteria

- 2+ years professional experience working in a sales environment preferably in the media / advertising arena
- Demonstrable evidence of a pro-active commitment to driving revenue growth and sales / business development
- Demonstrated commitment to innovation – experience in identifying new revenue streams / opportunities and improved processes
- High level verbal and written communication skills
- Exceptional attention to detail
- Excellent client management / customer relations skills and the ability to enhance relationships and create perceived and real value for partners
- Demonstrated high level organisational and time management skills and the ability to perform under pressure, plan workflow to meet deadlines and be proactive in problem solving.
- An understanding of the tertiary student market(s)
- A positive attitude towards clients (both internal and external) and the flexibility to understand that we are working in a fluid rapidly changing environment
- Commitment to WHS and EEO

#### Desirable Criteria

- Tertiary qualifications in marketing / PR / event production / sponsorship

#### Physical Requirements

Required frequently: sitting, standing, walking

Required occasionally: driving, lifting above shoulder height, lifting up to 10 kilograms

Compiled by: Business Development Manager Date: 08 August 2019

Authorised by: People and Culture Date: 09 August 2019

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Current Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_