



Position Description

Position Title: Business Development Manager

Role Stream: Sales

Grade: 3

Reports to: Head of Sales or CEO

Direct Reports: N/A

Job Purpose:

At its core, this position - like all sales positions - exists to match the capability that we provide to the market with the needs and wants of our customers. As a business development manager at this level we expect you to

- Handle most in-bound leads end-to-end, drawing on the the delivery team for estimates and delivery timeframes
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- Conduct outward bound reach out to our target prospects when the inbound leads go a bit quieter
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- Maintain high level relationships with your clients past and present, keeping us top of mind with them, and identify emergent opportunities for future work
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- Work closely with our marketing team to promote our brands and celebrate customer successes

To meet our expectation of a level 3 (in our competency framework) candidate, we would expect you to have a decent working knowledge of the digital marketplace. While you can always get help and support from the broader team, we expect you to operate with a fair level of autonomy. You are as at home with putting together an account management plan as you are responding to a quote request, researching how to get in front of a prospective target client as you are conducting a handover meeting to our delivery team.

You will balance high order relational skills with strong process execution. You are a self-starter, inherently self-motivated and values aligned.



Competencies

Software Development

Competency	Description
Business acumen	Identify key components in customer strategic and business plans
Market and Industry Understanding	Easily demonstrates credibility through strong market awareness, leading to trust relationships.
Planning and budgeting	N/A
Develop sales strategies	N/A
Marketing strategy	N/A
Analyze Customer segments	N/A
Create and manage promotional events	Encourages existing clients to attend events, arranges client-centric events that allow the client to self-promote while introducing prospects or other clients to Company capability
Networking	Speaks at network events. Organises meetups.
Content marketing	Blogs weekly from other platforms that are re-posted by Company
Prospecting	Leverages networks to gain introductions to key decision makers within a prospect organisation.
Qualify opportunities	Contact & qualify prospects (3 step shuffle)
Develop customer value plan	<p>Create a customer plan to include:</p> <ul style="list-style-type: none"> - Customer profile - Customer value perceptions - Value opportunities - Strategies and action plans <p>Pinpoint value gaps and opportunities</p> <p>Mobilize appropriate levels in the organization to meet with customers</p>

Discovers needs	Can discover needs at both strategic and tactical levels across various domains - marketing, IT, fundraising, business, political and personal - to determine key needs drivers.
Articulates value	Can clearly state the value provided by a large engagement or retainer to the customer in written or verbal forms. Recommends disengagement from opportunities where the value proposition cannot be clearly articulated.
Forecast sales results	Analyze existing and lost customers Refocus activities based on analysis Predict sales volume per customer/prospect Readily attracts support for sales initiatives through the accuracy of sales forecasts
Prepare quotes and proposals	Prepare, seek review of and issue large sales proposals/tenders etc, typically \$80k-\$150k. Written material is clear and compelling.
Understands and uses contracts	Negotiate and renegotiate contracts with companies, customers, suppliers, liaising with the Delivery team Anticipate contingencies and put additional elements into the contract to prevent misunderstandings
Follows the sales process	Follows and provides improvement feedback on a structured sales process.
Negotiate & close	Negotiates and closes retainers with existing clients. Negotiates and closes larger sales, typically \$80k to \$150k, with new clients. Drives follow up sales with existing customers. Masterfully overcomes objections
Makes targets	Achieves good sales targets on a quarterly basis - typically \$250k per quarter, \$1m per annum.
Handover to delivery	Engages the Delivery team in seeking pitch ideas for new and existing clients. Completes handover with no gap in expectations between the customer and the Delivery team.
Manage delivery escalation	Provides an escalation point between the client and the GM/CEO; finds resolution for client issues that deliver win-win outcomes.
Provide responsive customer service	Typically responds to customer requests with a plan on the same day.

Develop Account Plan	<p>Develop an account plan which:</p> <ul style="list-style-type: none"> - Identifies customer needs, challenges, buying criteria, decision- making process - Identifies sales opportunities, and value propositions - Set targets per customer within account (annual, quarterly, monthly)
Grow the account	<p>Learn everything reasonable about the customer and the business</p> <p>Meets new decision makers</p> <p>Identify all potential for future business</p> <p>Asks about other sales opportunities</p>
Knowledge of and can articulate, web development processes	<p>Speaks authoritatively about the web dev process and has war stories of success and failure.</p> <p>Is able to compellingly recommend the most appropriate CMS platform suitable to a customer.</p> <p>Can reasonably hold their own in tech discussions with project teams.</p> <p>Aware of emergent web technologies coming to market.</p> <p>Can articulate the difference between content sites, custom sites, web apps, mobile web apps, and native apps, and describe when each of these approaches is suitable to use.</p>
Knowledge of, and can articulate, agile development principles and practices	<p>Understands where agile vs waterfall approaches are best utilised.</p> <p>Speaks compellingly about the value of agile development approaches from a customer value perspective.</p>
Business and Digital Strategy knowledge	<p>Can make value add commentary on a digital strategy.</p>
Social media	<p>The differences between key social media platforms, FB, Twitter, LinkedIn, etc and where each applies</p>



General Professional

Financial Management	Understands and can articulate the need to deliver work within agreed budgets / timeframes
Business Process Improvement	Assesses the feasibility of business process changes and recommends new approaches. Manages the execution of business process improvements. Contributes significantly to continuous improvement initiatives.
Sales	Able to engage with senior client personnel of equivalent role or job function in a sales content to provide authoritative information / address queries or sales objections.
Consultancy	Seeks to fully address client needs, enhancing the capabilities and effectiveness of client personnel, by ensuring that proposed solutions are properly understood and appropriately exploited.
Project Management	Oversees task estimation and provides project-level estimates in a sales or delivery content. Provides estimates for highly complex, technical tasks, may involve customisation, integration or new technologies. Provides advice to more junior staff on estimation .
Change management	Can recount anecdotes of change impact on projects observed. Proactively engages customers in discussions on the change impact of their projects and what project activities might be planned (with or without our assistance) to mitigate the risks and issues associated to that change impact.
Travel flexibility	Can travel interstate overnight at short notice.
Time flexibility	Able to contribute peak effort where required, but is also to take balance time to maintain personal equilibrium.

Behavioural Competencies

Behavioural	Supports or manages others through formal or informal channels. Manages, supports, encourages, directs, coaches, communicates, works with, supervises.
Manage self (show self-awareness, motivation and a commitment to learning)	Recognises impact of own behaviour and emotions on others and adjusts accordingly. Shows commitment to achieving challenging and complex goals. Demonstrates a high level of personal motivation. Seeks and responds positively to constructive feedback and guidance. Actively seeks to acquire new skills and develop strengths.
Display resilience (constructively deal with and recover from challenges and obstacles)	Is flexible, adaptable and maintains appropriate self-care Constructively raises and works through issues and challenges and seeks alternative solutions
Communicate effectively (convey and collect information and opinions, one on one or in groups)	Encourages others to contribute inputs Uses non-verbal skills to create opportunities for others to be heard Anticipates and addresses key areas of interest for the audience and adapts style accordingly Tailors communication to the audience Clearly explains complex concepts and arguments to create shared understanding with individuals and groups Creates opportunities for others to contribute to discussion and debate Causes understanding in others by developing logical and well-reasoned arguments Writes fluently in a range of styles and formats
Manage relationships (build healthy and constructive relationships with internal and external stakeholders)	Fosters cooperation across workgroups Works intentionally towards effective partnerships with other workgroups as applicable Translates communications/stakeholder engagement strategies into specific activities and deliverables. Facilitates open communication and discussion between stakeholders, acting as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans.

<p>Influence others (having an impact through influencing and negotiating with understanding, compassion and empathy)</p>	<p>Uses appropriate interpersonal styles and methods to assert own ideas, give and receive constructive feedback and gain the agreement or acceptance of others Influences others with a fair and considered approach and sound arguments based on facts, knowledge and experience Negotiates from an informed and credible position Encourages others to talk, share and debate ideas to achieve agreement Recognises and explains the need for compromise Pre-empt and minimises conflict Demonstrates compassion, empathy, sensitivity and understanding in resolving conflicts and differences Manages challenging relations with internal and external stakeholders</p>
<p>Work collaboratively (collaborate with others and value their contribution)</p>	<p>Models and promotes teamwork and encourages a culture of recognising the value of collaboration Builds culture of consultation and works proactively to overcome barriers to collaboration Fosters productive working relationships and team well-being Encourages and cooperates with others to achieve common goals</p>
<p>Make sound decisions (make informed decisions that align with strategy and meet organisational objectives)</p>	<p>Makes decisions that are focused on achieving organisational strategy and outcomes Recognises the impact of feelings and facts in decision making Discerns the impact of decisions within and outside of own team/department Makes decisions in the face of diverse opinions or complex/crisis situations Uses valid, reliable and sufficient information to make decisions Makes decisions that are consistent with values, policies and procedures</p>