

Position Description

Position Title	Business Development Manager,
Reports to	Group Executive
Division	Unisearch Expert Opinion Services
Location:	L16 Mathews Building, Kensington Campus, UNSW
Date:	Feb 2012
Position Reference:	#####

JOB PURPOSE

The Business Development Manager, Unisearch Expert Opinion Services is responsible for the development and implementation of agreed initiatives, relationship management, and marketing and communication issues for the expert opinion group.

The primary responsibility will be developing relationships with both current and potential clients through meetings, presentations and direct marketing to grow the business nationally. Other projects to be managed will cover the positioning, branding and the relationship management strategy for the group.

ENVIRONMENT

UNSW Global is the not-for-profit international education, training and consulting company of the University of New South Wales (UNSW). Established in 1999, the company is a wholly-owned enterprise of UNSW. The company has a specific brief to support the international initiatives and activities of the University and to provide educational activities in the non-degree market. UNSW Global seeks to leverage and enhance the UNSW brand in all its activities, well beyond the University's national and regional boundaries and borders.

UNSW Global has three core areas of expertise:

- education
- educational measurement and assessment
- expert opinion services

These activities are currently managed through five Business Groups:

- UNSW Foundation Studies
- UNSW Institute of Languages (UNSWIL)
- UNSW Global Expert Opinion Services
- Educational Assessment Australia (EAA)
- UNSW Global Networks and Recruitment

The Business Groups are supported by a Corporate Services group with responsibility for new business development, financial management and reporting, human resource management, marketing and communications, IT and facilities management and corporate governance.

Unisearch

The core business of Unisearch is the management of consulting assignments that draw on the resources of The University of New South Wales. It has been operating for over 50 years and has an established client base, particularly in the legal and insurance sectors for provision of expert opinion. The scope of services and activities are very broad; ranging from small desk studies to international projects.

REPORTING RELATIONSHIPS

Manager's Title: Group Executive, Unisearch

Direct Reports: Nil

Other positions reporting to Manager: Manager Client Services

ACCOUNTABILITY OBJECTIVES

- Identification of new market opportunities and the development of marketing strategies in conjunction with the Group Executive.
- Increase the profile of Unisearch and augment networking opportunities with key industry groups to grow the business nationally.
- Implementation of the agreed strategy to market and grow our clientele.
- Provide assistance and support as required and develop the integrity and quality of the business and comply with corporate governance policies and procedures.

CONSTRAINTS/AUTHORITY LEVELS

The position holds a financial delegation of \$5,000.00.

The position operates in accordance with UNSWG and UNSW policies, and the requirements of legislation, awards and agreements.

RELATIONSHIPS

Developing and maintaining effective relationships within UNSWG, UNSW and key industry groups and other contracted service providers is crucial to this position.

Key clientele include:

- Law firms – Partners, Senior Associates and Solicitors in practice areas relevant to the services provided by Unisearch
- Chief Technical Officers, R & D Managers, Engineers in industry and government relevant to the services provided by Unisearch
- Business Development Managers of UNSWG Divisions
- UNSWG contracted service providers
- Professional and industry groups
- Government Agencies

The position will be required to assist in reviewing and maintaining the relationship between suppliers and related groups both within UNSW and externally.

MAJOR TASKS

- Develop and implement a business development strategy for Unisearch in consultation with relevant managers.
- Provide strategic planning, reporting and advice to the Group Executive in relation to business development issues.
- Ensure that the Unisearch group has identified and is addressing the key relationship and marketing issues that are essential to developing and implementing a strategy of continued growth. This will involve selling our services to a large number of current and

potential clients through targeted personal selling, presentations to user groups and other direct marketing methods.

- Direct involvement in the marketing, business development and communication activities of the Unisearch group. They will also support the development of the corporate brand and positioning which will include advertising, promotions and communications (including internal UNSW communications), sponsorships and other promotional activities.
- Further develop relationships with key industry groups such as the Australia Insurance Lawyers Association and the Australian Plaintiff Lawyers Association to help facilitate the promotion of Unisearch Expert Opinion Services.
- Promote the position of the business as a representative institution for experts.
- Explore new areas of opportunity for the business in terms of location, discipline and industry sector.
- Refine, review and improve internet and social media promotion of the business which will encourage effective electronic interaction with our consultants and clients.
- Manage and deliver a range of concurrent projects.

CHALLENGES

- Ensure the effective and timely implementation of agreed initiatives.
- Identify and develop new business opportunities within the legal, insurance, higher education, public and commercial sectors marketplace.
- Plan for business product AND CLIENT diversification.
- Ensure consistency with UNSW / UNSWG brand guidelines.
- Manage complex internal and external professional relationships to ensure informed business decision making and consistency of approach to business development.
- Deliver agreed measurable outcomes within budget parameters and often in the face of competing demands.
- Provide leadership in areas of business development and commercial planning and modelling.

OCCUPATIONAL HEALTH AND SAFETY STATEMENT

Cooperate with all health and safety policies and procedures of the company and take all reasonable care to ensure actions do not impact on the health and safety of staff and visitors to the company.

EQUAL EMPLOYMENT OPPORTUNITY

Ensure that the principles of equal employment opportunities are implemented promoted and adhered to, in order to comply with Company policy.

SELECTION CRITERIA

Essential

1. Relevant tertiary qualifications (e.g. Legal /Professional Services) and a minimum of 3 years experience at a management/business development level within a relevant commercial environment.
2. Proven track record in developing and managing key client relationships with "hands on" experience in the design and implementation of strategic initiatives to achieve high growth business objectives.
3. Experience in creating and driving effective business plans to achieve end results.
4. Understanding of the compliance environment in which the company operates including contract management, codes of conduct for legal processes and related intellectual property issues
5. High level communication skills including a demonstrated ability to provide oral presentations and written material for use in marketing and sales.
6. Demonstrated high level strategy development, implementation and reporting experience in a business environment.

7. High level organisational skills, flexibility and adaptability in a dynamic and evolving environment.

DESIRABLE CRITERIA

8. Professional experience/ understanding of the unique characteristics of managing commercial outcomes.
9. Direct business development experience in legal and or professional sector.

SALARY PACKAGE

An attractive remuneration package, commensurate with qualifications and experience will be negotiated with the successful applicant.

OCCUPATIONAL HEALTH AND SAFETY STATEMENT

All staff are expected to comply with all health and safety policies and procedures of the company and take all reasonable care to ensure actions do not impact on the health and safety of staff and visitors to the company.

EQUITY AND DIVERSITY

All staff and students at UNSW Global are entitled to enjoy an environment that is fair and equitable and free from harassment. In order to achieve this, staff have the following responsibilities:

- foster a working environment that is respectful of workplace diversity; and
- cooperate with UNSW Global's activities relating to compliance with equal opportunity legislation.

Staff with management responsibility must take all reasonable steps to ensure that the work environment is free from discrimination, vilification, and sexual harassment.

CODE OF CONDUCT

UNSW Global is strongly committed to a set of values and behaviour that are key to the enhancement of the working environment for all staff. UNSW Global is committed to:

- the highest ethical standards;
- an environment free from discrimination and harassment; and
- respecting and valuing the diverse communities it serves.

UNSW Global seeks to have staff who:

- behave honestly and with integrity in the course of their employment;
- act with care and diligence in the performance of their duties;
- treat others with respect and courtesy;
- recognise each others worth;
- work and collaborate together to achieve common goals;
- refrain from any form of harassment or intimidation;
- display open and honest communication; and
- seek continuous learning.