

Role Description

Account Manager

| Role Description Fields | Details |
|---------------------------------------|--|
| Cluster | Education |
| Department/Agency | TAFE NSW |
| Division/Branch/Unit | Student Experience Group |
| Position Description no | 10238-01 |
| Classification/Grade/Band | TAFE Manager 1 |
| Senior executive work level standards | Not Applicable |
| ANZSCO Code | 131112 |
| PCAT Code | 1227392 |
| Date of Approval | October 2017 |
| Agency Website | www.tafensw.edu.au |

Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

Primary purpose of the role

This position is responsible for executing the retention and growth strategies in a given territory (i.e. industry or location). The role aims to re-sign all existing contracts and grow lines of business, revenue and value with all existing customers.

Key accountabilities

1. Maintain and grow sales revenue through existing key accounts by building long-term relationships and meeting or predicting clients' future needs.
2. Prepare weekly, monthly and quarterly sales activity reports to review with the Business Sales Manager, identifying areas of high performance, risk and opportunity to inform future activity planning.
3. Prepare sales contracts and tenders ensuring adherence to TAFE NSW's guidelines, internal policies and compliance with contracts and tendering process.
4. Provide after-sales support and ensure current clients, as well as qualified leads, have a full understanding of TAFE NSW's services available to them as well as future opportunities and services that may be of interest.
5. Provide support and offer business solutions that will continually improve the relationship with existing clients and increase investment through anticipating client needs, and proactively suggesting and forging pathways for new opportunities.
6. Enhance TAFE NSW's reputation by maintaining good working relationships and accepting ownership for accomplishing new and different requests from existing clients.
7. Assist in the development of target client lists, research client business needs and record client interactions to inform the development of targeted and bespoke client retention and management strategies.
8. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
9. Place the customer at the centre of all decision making.
10. Work with the Line Manager to develop and review meaningful performance management and development plans.

Key challenges

- Achieving multiple business objectives, meeting tight deadlines and managing the expectations of numerous stakeholders with conflicting priorities and expectations.
- Maintaining regular and effective relationships with existing clients to maintain high levels of client satisfaction, quickly resolve service issues and grow the income stream.

Key relationships

Internal

| Who | Why |
|---------------|---|
| Line Manager | <ul style="list-style-type: none">• Receive leadership, direction and advice. |
| Stakeholders | <ul style="list-style-type: none">• Consult and collaborate on programs and strategies.• Share knowledge, consult and collaborate on initiatives.• Receive leads for business development and provide feedback. |
| Head Teachers | <ul style="list-style-type: none">• Collaborate on customer lead generation to sales conversion.• Consult as subject matter experts and partner with in the sales process. |

External

| Who | Why |
|---|--|
| Community and business networks, and forums | <ul style="list-style-type: none">• Promote TAFE NSW businesses and services.• Build and support strong productive relationships.• Respond to enquiries and business requests. |

Role dimensions

Decision making

- Makes decisions on complex and sensitive issues through the detailed analysis of alternative courses of action and their implications on achieving organisational objectives and strategies.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

Reporting line

Business Sales Manager

Direct reports

Nil

Budget/Expenditure

TBA

Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Degree qualification in related field or equivalent skills, knowledge and experience.

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.



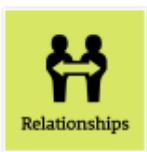
The capabilities are separated into focus capabilities and complementary capabilities

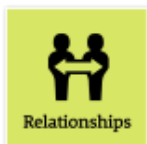
Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Focus capabilities

| Capability group/sets | Capability name | Behavioural indicators | Level |
|--|---|---|----------|
|  Personal Attributes | Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change | <ul style="list-style-type: none"> • Remain composed and calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in response to strong contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues | Advanced |
|  Personal Attributes | Act with Integrity Be ethical and professional, and uphold and promote the public sector values | <ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour | Adept |
|  Relationships | Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect | <ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats | Advanced |

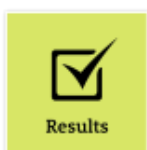


Influence and Negotiate

Gain consensus and commitment from others, and resolve issues and conflicts

- Negotiate from an informed and credible position
- Lead and facilitate productive discussions with staff and stakeholders
- Encourage others to talk, share and debate ideas to achieve a consensus
- Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes
- Influence others with a fair and considered approach and sound arguments
- Show sensitivity and understanding in resolving conflicts and differences
- Manage challenging relationships with internal and external stakeholders
- Anticipate and minimise conflict

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Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

- Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes
- Make sure staff understand expected goals and acknowledge staff success in achieving these
- Identify resource needs and ensure goals are achieved within set budgets and deadlines
- Use business data to evaluate outcomes and inform continuous improvement
- Identify priorities that need to change and ensure the allocation of resources meets new business needs
- Ensure that the financial implications of changed priorities are explicit and budgeted for

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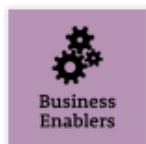


Demonstrate Accountability

Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

- Assess work outcomes and identify and share learnings to inform future actions
- Ensure that own actions and those of others are focused on achieving organisational outcomes
- Exercise delegations responsibly
- Understand and apply high standards of financial probity with public monies and other resources
- Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety
- Conduct and report on quality control audits
- Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks

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Procurement and Contract Management

Understand and apply procurement processes to ensure effective purchasing and contract performance








- Apply legal, policy and organisational guidelines and procedures relating to procurement and contract management
- Develop well-written, well-structured procurement documentation that clearly sets out the business requirements
- Monitor procurement and contract management processes to ensure they are open, transparent and competitive
- Be aware of procurement and contract management risks, and actions to manage or mitigate risk in monitoring contract performance
- Evaluate tenders and select providers in an objective and rigorous way, in line with established guidelines and principles
- Escalate procurement and contract management issues, where required

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Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

| Capability group/sets | Capability name | Description | Level |
|---|-------------------------------|--|--------------|
|  | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
|  | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Adept |
|  | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Advanced |
|  | Work Collaboratively | Collaborate with others and value their contribution | Adept |
|  | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
|  | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Adept |
|  | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

Intermediate



Project Management

Understand and apply effective planning, coordination and control methods

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