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| **Agency** | Department of Regional NSW |
| **Division/Branch/Unit** | Commercial and Corporate Services, Public Works Advisory |
| **Location** | Agnostic or State of NSW |
| **Classification/Grade/Band** | Clerk Grade 11/12 |
| **ANZSCO Code** | 511112 |
| **PCAT Code** | 1132292 |
| **Date of Approval** | April 2022 |
| **Agency Website** | nsw.gov.au\regionalnsw |

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state’s mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

# Public Works (PW) is part of the Department of Regional NSW and supports local and state government agencies to deliver critical infrastructure initiatives by providing expert advisory, planning, design, delivery and support services. Our work is in the hospitals, dams, water treatment plants and high schools – the real foundations of prosperous communities. Every day we help shape the ambitious projects that bring progress to more people in NSW. From forging a more sustainable relationship with the land around us, to engineering the big ideas of the future. In every challenge we see the chance to build stronger and more connected communities.

# Primary purpose of the role

The Senior Strategic Relationship Manager works closely with assigned key accounts and clients (typically State Agencies) across NSW to gain an in depth understanding of their individual needs and engage specialists to provide a broad range of solutions. The role works alongside the PW leadership team to ensure that client managers and project managers comply with the business’ account management model.

# Key accountabilities

* Develop and manage engagement plans for a number of diverse key client accounts ensuring requirements are kept up to date
* Establish and maintain an effective network of key internal stakeholder and external client contacts across key accounts (NSW State Government’s largest infrastructure divisions) to ensure proactive expansion of PW service lines across NSW
* Drive communication with technical and project delivery staff to stay informed of client / project progress, ensuring a seamless client experience
* Embed consistent information capture processes in partnership with the broader team to ensure a seamless customer experience and sharing of intel across PW
* Lead the development of strategies to positively enhance PW’s public profile through initiatives such as Thought Leadership communications
* Deliver clear centralised visibility of overall key customers’ activities and new business opportunities across geographically dispersed PW offices and business units (17 offices, 10 business units – all potentially delivering projects for the same client)

# Key challenges

* Provide transparency and coordination of overall PW activities across key accounts ensuring consistent and high quality client engagement and service delivery is achieved across a geographically dispersed delivery team.
* Embed a systematic approach to managing and growing the key accounts to maximise mutual value and achieve mutually beneficial goals, via both sales opportunities and relationship management activities
* Demonstrate a thorough understanding of the Client’s strategy and their most complex short and long term challenges to identify major opportunities for PW to add value

# Key relationships

|  |  |
| --- | --- |
| **Who** | **Why** |
| **Internal** |  |
| Director Business Operations | * Escalate issues, keep informed, advise and receive instructions. * Inspire and motivate team, provide direction and manage performance. * Actively participate in business activities as a member of the senior management team. |
| Directors and Client Managers (Project Managers and Engineers) | * Ensure strong client relationships are forged and maintained between PW and assigned key accounts, at all business-critical levels, to identify opportunities for PW’s services and communicate value propositions with the purpose of generating work and value * Communicate with technical and project delivery staff to stay updated with client progress, ensuring a seamless client experience and to optimise new business opportunities * Embed consistent information capture processes in partnership with the broader team to ensure a seamless customer experience and sharing of intel across PW |
| Manager, Account Management and Senior Client Growth Managers | * Work together to:   + collect, summarise and record client information and engagement outputs, understand and translate client needs to determine next best actions   + research client accounts to formulate key account health checks, client personas and account action plans   + maintain and update key client contacts   + ensure internal and external key account meetings are scheduled and attended by necessary client managers and Directors |
| **External** |  |
| Customers/  Stakeholders | * Develop and maintain effective working relationships and open channels of communication * Manage the flow of information, seek clarification and provide advice and responses to ensure prompt resolution of issues |

# Role dimensions

## Decision making

This position exercises significant autonomy and makes decisions in terms of delegated authority relating to the day-to-day operations of the account management function. The role will have regular dealings with Senior Leadership roles such as Directors, Executive Directors and likely Deputy Secretaries internally and at client agencies, and will need to make decisions and be proactive without day to day management guidance.

**Direct line**

This position reports to the Director Business Operations.

## Direct reports

* Nil.

# Key knowledge and experience

# Demonstrated performance in relationship management roles in commercial environments, preferably in the construction and engineering sector.

# Essential requirements

* Tertiary qualifications and/or equivalent relevant working experience in relationship management and Project Management, engineering, architecture, building or construction.
* Highly developed negotiation and relationship management skills
* Highly developed presentation, pitch design and solution mapping skills
* Familiarity with strict sales disciplines such as pipeline management, call reports and sales plans
* Current NSW Driver’s Licence.

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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** |
|  | **Manage Self**  Show drive and motivation, an ability to self-reflect and a commitment to learning | | Act as a professional role model for colleagues, set high personal goals and take pride in their achievement  Actively seek, reflect and act on feedback on own performance  Translate negative feedback into an opportunity to improve  Take the initiative and act in a decisive way  Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation | Advanced |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience  Ensure systems are in place to capture customer service insights to improve services  Initiate and develop partnerships with customers to define and evaluate service performance outcomes  Promote and manage alliances within the organisation and across the public, private and community sectors  Liaise with senior stakeholders on key issues and provide expert and influential advice  Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches  Ensure that the organisation’s systems, processes, policies and programs respond to customer needs | Advanced |
| **Commitment to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | | Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience  Ensure systems are in place to capture customer service insights to improve services  Initiate and develop partnerships with customers  to define and evaluate service performance outcomes  Promote and manage alliances within the organisation and across the public, private and community sectors  Liaise with senior stakeholders on key issues and provide expert and influential advice  Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches  Ensure that the organisation’s systems, processes, policies and programs respond to customer needs | 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 | Adept |
|  | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | | Seek and apply the expertise of key individuals to achieve organisational outcomes  Drive a culture of achievement and acknowledge input from others  Determine how outcomes will be measured and guide others on evaluation methods  Investigate and create opportunities to enhance the achievement of organisational objectives  Make sure others understand that on-time and on-budget results are required and how overall success is defined  Control business unit output to ensure government outcomes are achieved within budgets  Progress organisational priorities and ensure that resources are acquired and used effectively | Advanced |
|  | **Procurement and Contract Management**  Understand and apply procurement processes to ensure effective purchasing and contract performance | | Ensure that employees and contractors apply government and organisational procurement and contract management policies  Monitor procurement and contract management risks and ensure that this informs contract development, management and procurement decisions  Promote effective risk management in procurement  Implement effective governance arrangements to monitor provider, supplier and contractor performance against contracted deliverables and outcomes  Represent the organisation in resolving complex or sensitive disputes with providers, suppliers and contractors | Advanced |
|  | **Manage Reform and Change**  Support, promote and champion change, and assist others to engage with change | | Clarify the purpose and benefits of continuous improvement for staff and provide coaching and leadership in times of uncertainty  Assist others to address emerging challenges and risks and generate support for change initiatives  Translate change initiatives into practical strategies and explain these to staff, and their role in implementing them  Implement structured change management processes to identify and develop responses to cultural barriers | Advanced |

# 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.

| COMPLEMENTARY CAPABILITIES | | | | |
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| **Capability group/sets** | **Capability name** |  | **Description** | **Level** |
|  | Display Resilience and Courage | | Be open and honest, prepared to express your views, and willing to accept and commit to change | Adept |
| Act with Integrity | | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| Value Diversity and Inclusion | | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Work Collaboratively | | Collaborate with others and value their contribution | Advanced |
|  | 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 | Intermediate |
| Demonstrate Accountability | | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
|  | Finance | | Understand and apply financial processes to achieve value for money and minimise financial risk | Adept |
| Technology | | Understand and use available technologies to maximise efficiencies and effectiveness | Adept |
| Project Management | | Understand and apply effective project planning, coordination and control methods | Adept |
|  | Inspire Direction and Purpose | | Communicate goals, priorities and vision, and recognise achievements | Intermediate |
| Optimise Business Outcomes | | Manage people and resources effectively to achieve public value | Intermediate |
| Manage and Develop People | | Engage and motivate staff, and develop capability and potential in others | Adept |