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| Cluster | Regional NSW |
| **Agency** | Department of Regional NSW |
| **Division/Branch/Unit** | Public Works Advisory and Regional Development |
| **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 Client Growth Manager leads a centralised approach to sales; nurturing and proposal development with a specific focus on high impact growth and strategic opportunities for PW.

# Key accountabilities

* Source and develop new leads and referrals for PW in key strategic areas across the business and its various service lines
* Manage end-to-end new business acquisition processes for key accounts including identification of direct engagement and online tenders, and nurturing of opportunity-specific client leads (in collaboration with relevant account managers & technical experts) to optimise the scope of work and strategy of PW’s proposal
* Use highly developed negotiation and relationship management skills to secure additional business opportunities for PW
* Ensure compliance of submitted tenders/proposals with regards to cadence, deadlines and all questions or queries are answered
* Establish and maintain an effective network of key internal and external stakeholder contacts to leverage for tender and proposal development (with support of Proposals Manager)
* Establish relationships with relevant industry associations and attend relevant events to enable early identification of emerging opportunities, policy changes and market trends
* Communicate with technical and project delivery staff to stay updated with client progress, ensuring a seamless client experience and optimising new business opportunities
* Demonstrate a thorough understanding of the Client’s strategy and funding profile to identify opportunities for strategic alignment with PW’s strategic plan and service line offerings

# Key challenges

* Embed a systematic approach to business development activities, identifying and growing opportunities to maximise mutual value for clients and PW and achieve mutually beneficial goals, via both sales opportunities and relationship management activities
* Ensure consistency of business development and bid/proposal management processes in a geographically dispersed team and client base
* Identify and help develop thought leadership communications to positively enhance PW’s public profile

# Key relationships

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| **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.
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| Directors, Senior Strategic Relationship Managers and Client Managers (Project Managers and Engineers); Proposal Manager | * Work collaboratively to contribute to PW-wide revenue growth budgets
* 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
* Ensure compliance of submitted tenders with regards to cadence, deadlines and all questions or queries are answered
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| Director Construction Procurement & Social Benefit | * Work collaboratively to communicate advancements and improvements in PW Procurement capability to Key Clients
* Provide support on critical projects or programs on occasion
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| Manager, Account Management (Sales Support) | * 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
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| **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
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# 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 business development function for key accounts and service lines. 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 and bid/proposal management roles in commercial environments, preferably in the construction and engineering sector.

# Essential requirements

* Tertiary qualifications and/or equivalent relevant working experience in business development, relationship management and bid management in the fields of Project Management, engineering, architecture, building or construction.

Highly developed negotiation and relationship management skills Highly developed presentation, pitch design, proposal development and solution mapping skills

* Familiarity with strict sales disciplines such as pipeline management, bid 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 |
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| **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 achievementActively seek, reflect and act on feedback on own performanceTranslate negative feedback into an opportunity to improveTake the initiative and act in a decisive wayDemonstrate 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 experienceEnsure systems are in place to capture customer service insights to improve servicesInitiate and develop partnerships with customersto define and evaluate service performance outcomesPromote and manage alliances within the organisation and across the public, private and community sectorsLiaise with senior stakeholders on key issues and provide expert and influential adviceIdentify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approachesEnsure 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 positionLead and facilitate productive discussions with staff and stakeholdersEncourage others to talk, share and debate ideas to achieve a consensusRecognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomesInfluence others with a fair and considered approach and sound argumentsShow sensitivity and understanding in resolving conflicts and differencesManage challenging relationships with internal and external stakeholdersAnticipate 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 outcomesDrive a culture of achievement and acknowledge input from othersDetermine how outcomes will be measured and guide others on evaluation methodsInvestigate and create opportunities to enhance the achievement of organisational objectivesMake sure others understand that on-time and on-budget results are required and how overall success is definedControl business unit output to ensure government outcomes are achieved within budgetsProgress 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 policiesMonitor procurement and contract management risks and ensure that this informs contract development, management and procurement decisionsPromote effective risk management in procurementImplement effective governance arrangements to monitor provider, supplier and contractor performance against contracted deliverables and outcomesRepresent the organisation in resolving complex or sensitive disputes with providers, suppliers and contractors | 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 |