

# Role Description

## Key Account Manager



Department  
of Industry

Cluster	Industry
Agency	Department of Industry
Division/Branch/Unit	Skills & Economic Development /Industry Investment & Export Support
Location	Sydney
Classification/Grade/Band	Clerk Grade 11-12
Role Family ( <i>internal use only</i> )	Bespoke/ Communications and Engagement/ Deliver
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	July 2018
Agency Website	<a href="http://www.industry.nsw.gov.au/">www.industry.nsw.gov.au/</a>

### Agency overview

The NSW Department of Industry leads the state government's contribution to making NSW a place where people want to live and work and businesses choose to invest and grow.

We support all areas of economic activity where NSW has competitive strengths. We also have responsibilities for:

- Skill formation and development to match industry demand
- Partnering with stakeholders in stewardship and sustainable use of the state's natural resources; and
- Supporting economic growth in the regions.

Our strategies are built on close relationships to understand industry's needs. We deliver a wide range of training and specialist advisory services; and we help to secure efficient and dependable government decision - making that contributes to business confidence. We measure our success by the:

- Growth in quantity of employment and the value of output; and the
- Competitiveness and sustainability of industries in NSW.

The Skills and Economic Development Division is responsible for industry engagement, policy reform and program responses to ensure the continued growth of NSW's vibrant economy. The Division is central to ensuring that NSW is a fertile place to do business for all industries, and has a skilled workforce that can support consistent economic growth into the future.

### Primary purpose of the role

The Key Account Manager (KAM) proactively partners with client businesses and case manages industry investment and development, providing support to increase jobs and investment in NSW.



## Key accountabilities

- Lead the case management by partnering with client businesses, providing information and assistance to successfully navigate projects through the government regulatory and policy frameworks.
- Act as a principal source of industry information, advising client organisations about industry investment opportunities, both domestically and internationally.
- Act as the principal relationship manager between industry, investors, companies and government agencies, guiding and facilitating project applications through the whole of government process.
- Manage client and stakeholder relationships, facilitating the linking of clients to prospective funding sources, industry participants and mentors, and ensuring clients are engaged throughout the process
- Act as a conduit for the department to support company and business growth by identifying opportunities within the whole of government to facilitate and drive jobs and investment.
- Establish rigorous and transparent project management frameworks and systems to ensure good governance and risk minimization when assessing client proposals and advisory support to client businesses
- Provide the senior executive and the Minister's Office with current, timely and accurate information.
- Actively identify government process issues to business development and develop recommended solutions to facilitate job creation and business investment.

## Key challenges

- Maintaining awareness of government policy and regulatory changes in a complex environment, advising businesses how to successfully navigate through the many and various government agencies and processes regulating a targeted industry.
- Successfully partnering with business in a highly complex and or politically sensitive area with a wide range of stakeholders and industry participants.
- Resolving complex issues in relation to specific cases and making recommendations to improve the competitiveness of NSW as an investment destination, and develop innovative solutions requiring lateral or strategic thinking.

## Key relationships

Who	Why
<b>Internal</b>	
Senior management team	<ul style="list-style-type: none"> <li>• Regular consultation with the senior management team to ensure the quality of business proposals and the efficient management of processing of complex investment and industry development proposals, with good governance and risk minimization</li> </ul>
Team members	<ul style="list-style-type: none"> <li>• Coordinate the management of projects and initiatives to maximise investment and industry development opportunities</li> </ul>
<b>External</b>	
Industry participants and stakeholders	<ul style="list-style-type: none"> <li>• Facilitate the development and implementation of plans, strategies and initiatives, to facilitate and coordinate a whole of government approach to industry development projects</li> </ul>
Federal, state and local government agencies	<ul style="list-style-type: none"> <li>• Build relationships and facilitate projects and proposals within a targeted industry and expand business growth opportunities in NSW</li> </ul>

## Role dimensions

### Decision making

- Works with Senior Executive to set priorities and make decisions on all matters in relation to liaison with client organisations, associated projects and project outcomes.
- Negotiates independently with industry and government agencies to resolve issues and enable industry to progress projects.
- Works with the Senior Executive to determine the scope of responsibilities and activities necessary for the implementation of major projects.
- Provides authoritative advice to both industry and the department in relation to business development, opportunities and processes.

### Reporting line

Executive Director

### Direct reports

One

### Budget/Expenditure

Nil

## Essential requirements

- Tertiary qualifications or equivalent experience in marketing, business, planning, or other relevant discipline
- Extensive experience in and knowledge of a relevant industry sector and the regulatory environment.
- Extensive experience in building and maintaining strong business relationships at a senior management level






## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	<b>Act with Integrity</b>	<b>Adept</b>
	<b>Manage Self</b>	<b>Advanced</b>
	Value Diversity	Adept
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	<b>Commit to Customer Service</b>	<b>Advanced</b>
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Advanced</b>
 Results	<b>Deliver Results</b>	<b>Adept</b>
	Plan and Prioritise	Adept
	<b>Think and Solve Problems</b>	<b>Advanced</b>
	<b>Demonstrate Accountability</b>	<b>Adept</b>
 Business Enablers	Finance	Adept
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>
 People Management	<b>Manage and Develop People</b>	<b>Adept</b>
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Intermediate

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Act with Integrity	Adept	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>• Demonstrate professionalism to support a culture of integrity within the team/unit</li> <li>• Set an example for others to follow and identify and explain ethical issues</li> <li>• Ensure that others understand the legislation and policy framework within which they operate</li> <li>• Act to prevent and report misconduct, illegal and inappropriate behaviour</li> </ul>
<b>Personal Attributes</b> Manage Self	Advanced	<ul style="list-style-type: none"> <li>• Act as a professional role model for colleagues, set high personal goals and take pride in their achievement</li> <li>• Actively seek, reflect and act on feedback on own performance</li> <li>• Translate negative feedback into an opportunity to improve</li> <li>• Maintain a high level of personal motivation</li> <li>• Take the initiative and act in a decisive way</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>• Tailor communication to the audience</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Create opportunities for others to be heard</li> <li>• Actively listen to others and clarify own understanding</li> <li>• Write fluently in a range of styles and formats</li> </ul>
<b>Relationships</b> Commit to Customer Service	Advanced	<ul style="list-style-type: none"> <li>• Promote a culture of quality customer service in the organisation</li> <li>• Initiate and develop partnerships with customers to define and evaluate service performance outcomes</li> <li>• Promote and manage alliances within the organisation and across the public, private and community sectors</li> <li>• Liaise with senior stakeholders on key issues and provide expert and influential advice</li> <li>• Identify and incorporate the interests and needs of customers in business process design</li> <li>• Ensure that the organisation's systems, processes, policies and programs respond to customer needs</li> </ul>
<b>Relationships</b> Influence and Negotiate	Advanced	<ul style="list-style-type: none"> <li>• Influence others with a fair and considered approach and present persuasive counter-arguments</li> <li>• Work towards mutually beneficial win/win outcomes</li> <li>• Show sensitivity and understanding in resolving acute and complex conflicts</li> <li>• Identify key stakeholders and gain their support in advance</li> <li>• Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Pre-empt and minimise conflict within the organisation and with external stakeholders</li> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and Solve Problems	Advanced	<ul style="list-style-type: none"> <li>Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>Work through issues, weigh up alternatives and identify the most effective solutions</li> <li>Take account of the wider business context when considering options to resolve issues</li> <li>Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements</li> <li>Implement systems and processes that underpin high quality research and analysis</li> </ul>
<b>Results</b> Demonstrate Accountability	Adept	<ul style="list-style-type: none"> <li>Assess work outcomes and identify and share learnings to inform future actions</li> <li>Ensure that actions of self and others are focused on achieving organisational outcomes</li> <li>Exercise delegations responsibly</li> <li>Understand and apply high standards of financial probity with public monies and other resources</li> <li>Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others</li> <li>Conduct and report on quality control audits</li> <li>Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>Prepare clear project proposals and define scope and goals in measurable terms</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Prepare accurate estimates of costs and resources required for more complex projects</li> <li>Communicate the project strategy and its expected benefits to others</li> <li>Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>

## NSW Public Sector Capability Framework

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<b>People Management</b> Manage and Develop People	Adept	<ul style="list-style-type: none"><li>• Define and clearly communicate roles and responsibilities to achieve team/unit outcomes</li><li>• Negotiate clear performance standards and monitor progress</li><li>• Develop team/unit plans that take into account team capability, strengths and opportunities for development</li><li>• Provide regular constructive feedback to build on strengths and achieve results</li><li>• Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way</li><li>• Monitor and report on performance of team in line with established performance development frameworks</li></ul>

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