

ACCOUNT MANAGER

BRANCH/UNIT	Business Development		
TEAM	Managed Accounts		
LOCATION	Various		
CLASSIFICATION/GRADE/BAND	TM1		
POSITION NO.	TBA		
ANZSCO CODE	131112	PCAT CODE	TBA
TAFE Website	www.tafensw.edu.au		

1. ORGANISATIONAL ENVIRONMENT

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.

2. POSITION PURPOSE

The Account Manager 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.

3. 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.

4. 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.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Business Sales 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

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.
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6. POSITION DIMENSIONS**Reporting Line:** Business Sales Manager**Direct Reports:** Nil**Indirect Reports:** Nil**Financial delegation:** TBA**Budget/Expenditure:** TBA**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.

7. ESSENTIAL REQUIREMENTS


- Degree qualification in related field or equivalent significant experience.
- Ability to address and meet focus capabilities as stated in the Position Description.




8. CAPABILITIES**NSW Public Sector Capability Framework**

Below is the full list of capabilities and the level required for this role as per the [NSW Public Sector Capability Framework](#). The capabilities in **bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational > Intermediate > Adept > Advanced > Highly Advanced

CAPABILITY GROUP	NAME	LEVEL
	Display Resilience & Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept

 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan And Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Adept
	Project Management	Adept

FOCUS CAPABILITIES

The focus capabilities for the Account Manager 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 position's key accountabilities.

NSW Public Sector Focus Capabilities

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> Stay calm and act constructively in highly pressured and unpredictable environments. Give frank, honest advice in the face of 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, difficult and controversial issues.
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way and encourage others to do so. Demonstrate professionalism to support a culture of integrity within the team/unit. Set an example for others to follow and identify and explain ethical issues. Ensure that others understand the legislation and policy framework within which they operate. Act to prevent and report misconduct, illegal and inappropriate behaviour.
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage varied audiences and test levels of understanding. Translate technical and complex information concisely for diverse audiences. Create opportunities for others to contribute to discussion and debate.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Actively listen and encourage others to contribute inputs. Adjust style and approach to optimise outcomes. Write fluently and persuasively in a range of styles and formats.
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none"> 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 and explain the need for compromise. Influence others with a fair and considered approach and sound arguments. Show sensitivity and understanding in resolving conflicts and differences. Manage challenging relations with internal and external stakeholders. Pre-empt and minimise conflict.
Results Deliver Results	Adept	<ul style="list-style-type: none"> Take responsibility for delivering on intended outcomes. Make sure team/unit staff understand expected goals and acknowledge success. Identify resource needs and ensure goals are achieved within budget and deadlines. Identify changed priorities and ensure allocation of resources meets new business needs. Ensure financial implications of changed priorities are explicit and budgeted for. Use own expertise and seek others' expertise to achieve work outcomes.
Results Demonstrate Accountability	Adept	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions. Ensure that actions of self and 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 health and safety of self and others. Conduct and report on quality control audits. Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks.
Business Enablers Procurement and Contract Management	Adept	<ul style="list-style-type: none"> Apply legal, policy and organisational guidelines and procedures in relation 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, and that contract performance is effective.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Be aware of procurement and contract management risks, and what actions are expected to mitigate these.• 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.