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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 9/10  |
| **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

# Working closely with PW’s Senior Strategic Relationship Managers, Senior Client Growth Managers, Directors, Client Managers and bid management team, the Manager, Account Management is an inside sales and Customer Relationship Management (CRM) professional responsible for advancing the client process, holding PW client managers accountable for engagements and capturing information, managing opportunity and client data and presenting actionable insights, and supporting proactive CRM-driven client outreach activities.

# Key accountabilities

* Qualify external client / business opportunities against specified business development criteria to provide informed advice to internal clients regarding appropriate financially sound opportunities
* Maintain database with business opportunities, triage and manage identified opportunities from internal & external sources in line with the account segmentation and opportunity management frameworks
* Work with internal clients to collect, summarise and record client information and engagement outputs, including maintaining and updating key client contacts as lead CRM analyst and administrator
* Work effectively across multiple Directorates to provide a centralised view of business opportunity / pipeline management
* Research client accounts to assist in formulation of key account health checks, client personas and account action plans
* Leverage emerging themes, meeting notes, and CRM data to identify key project and service line opportunities in partnership with team members; assist the Proposal Management and Marketing leads with outward bound engagement campaigns

# Key challenges

* Providing transparency of overall PW activities related to each key account, across all levels of both PWA and the assigned key account
* Embedding a systematic approach to capturing critical information, building relationships internally to follow up colleagues across the business to document activity and opportunities in an accurate and timely fashion
* Supporting Senior Strategic Relationship Managers and Senior Client Growth Managers to ensure client meeting rhythms and internal discussions are scheduled and held

# Key relationships

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| **Who**  | **Why**  |
| **Internal**  |  |
| Senior Strategic Relationship Managers & Senior Client Growth Managers  | * Escalate issues, keep informed, advise and receive instructions.
* Support on a day-to-day basis.
* Actively participate in business activities as a member of the client management team.
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| Directors & Client Managers (Project Managers and Engineers) | * Work together day-to-day and through regular structured meetings 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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| Proposal Manager & Client Engagement Team | * Leveraging emerging themes, meeting notes, and CRM data to identify key project and service line opportunities in partnership with team members
* Assist the Proposal Management and Marketing leads with outward bound engagement campaigns
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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 account management function. The role will have regular dealings with members of the senior leadership team including Directors, Executive Directors and Deputy Secretaries, and will need to make decisions and be proactive without day-to-day management guidance.

**Direct line**

## Senior Manager Client Engagement & Strategy

## Direct reports

* Nil

# Key knowledge and experience

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

# Essential requirements

* Tertiary qualification or similar experience
* Experience in roles responsible for Office 365 CRM, Salesforce or other platform and fully proficient in these tools
* Strong digital, data manipulation and commercial acumen
* Previous experience in sales or business development environments
* Knowledge of account management & business development practices
* 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 | Keep up to date with relevant contemporary knowledge and practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation | Adept |
|  | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | Present with credibility, engage diverse audiences and test levels of understandingTranslate technical and complex information clearly and concisely for diverse audiencesCreate opportunities for others to contribute to discussion and debate Contribute to and promote information sharing across the organisationManage complex communications that involve understanding and responding to multiple and divergent viewpointsExplore creative ways to engage diverse audiences and communicate informationAdjust style and approach to optimise outcomesWrite fluently and persuasively in plain English and in a range of styles and formats | Advanced |
|  | **Commit 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 customers to 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 consensus Recognise 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 |
|  | **Plan and Prioritise**Plan to achieve priority outcomes and respond flexibly to changing circumstances | Consider the future aims and goals of the team, unit and organisation when prioritising own and others’ work Initiate, prioritise, consult on and develop team and unit goals, strategies and plansAnticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responsesEnsure current work plans and activities support and are consistent with organisational change initiatives Evaluate outcomes and adjust future plans accordingly | Adept |
|  | **Technology** Understand and use available technologies to maximise efficiencies and effectiveness | Identify opportunities to use a broad range of technologies to collaborateMonitor compliance with cyber security and the use of technology policiesIdentify ways to maximise the value of available technology to achieve business strategies and outcomesMonitor compliance with the organisation’s records, information and knowledge management requirements | Adept |

# 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 | Adept |
|  | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| 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 | Intermediate |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| Project Management | Understand and apply effective project planning, coordination and control methods | Intermediate |
|  | Manage and Develop People | Engage and motivate staff, and develop capability and potential in others | Intermediate |
| Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Adept |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Intermediate |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Adept |