

Job Title:	Sales and Business Development Manager
Job No:	AA 29
Dept/Business Unit:	Sales and Business Development, Technical Training
Accountable to:	Technical Training Manager
Reporting to:	Technical Training Manager
Our Vision:	Be the leading provider of aviation and aerospace training, helping to shape the future of the industry.
Our Values:	Work Together, Be Accountable, Act Innovatively, Deliver on Customer Needs

PURPOSE

The Sales and Business Development Manager (SBDM) is responsible for identifying and capturing business development and sales opportunities by engaging with relevant Aviation industry organisations and stakeholders. The SBDM will work closely with the Technical Training and the Customer Experience and Marketing teams to enable implementation of strategies and development of solutions for customers that ensure sales objectives are met and products and services reflect the Aviation Australia brand, vision and values.

RESPONSIBILITIES

- Engage with the Aviation industry to gain a detailed understanding of what the industry requires in terms of training needs so that Aviation Australia can develop products and services tailored to meet those needs.
- Develop and execute sales campaigns targeting new and existing customers, in consultation with key internal stakeholders, ensuring campaign KPIs and sales targets are met or exceeded.
- Proactively identify new business opportunities and lead sources, capturing these in Aviation Australia's CRM tool and following up to maximise sales outcomes.
- Establish and maintain positive working relationship with apprentice and student referral stakeholders to deliver successful employment outcomes for our students and industry.
- Work closely with relevant internal stakeholders to structure professional and compelling business development proposals within specified timeframes.
- Ensure new products are aligned with operational capability and regulatory requirements through application of a collaborative approach with training delivery representatives.

- Gather market intelligence to analyse and report on trends and emerging opportunities that will support and inform the technical training sales and business development aspects of Aviation Australia.
- Participate in evaluation, quality assurance and continuous improvement processes.
- Undertake other duties as required by the accountable/reporting manager and senior management.
- Comply with the requirements of Aviation Australia's:
 - Code of Conduct
 - Work Health and Safety legislation
 - Policies and procedures

AUTHORITIES

The Sales and Business Development Manager has the authority to:

- Liaise directly with business unit managers or their delegates as necessary for the effective functioning of the Technical Training Sales and Business Development function.

SELECTION CRITERIA

Qualifications

Essential

- Qualifications or demonstrated equivalent experience in a relevant discipline such as sales, marketing or business.

Desirable

- Appropriate industry qualifications relevant to Aviation Australia's core business activities.

Experience

Essential

- Considerable experience in a similar sales/business development role.
- Demonstrated experience structuring, developing and writing proposals and associated materials.
- Previous experience working in aviation and/or knowledge of the aviation industry.

Desirable

- Experience in the vocational training sector or in a training/learning and development environment, including relevant funding and compliance requirements.
- Demonstrated experience within a line and/or workshop setting or as an aircraft maintenance engineer.
- Previous experience in an Aviation sales environment.

Knowledge and SkillsEssential

- Strong knowledge and detailed understanding of sales and business development principles and methodologies.
- Strong ability to canvass business and convert sales leads into new business opportunities.
- Demonstrated ability to exercise effective leadership, including initiating action, giving direction and setting appropriate standards of performance and behaviour.
- Demonstrated ability to add value and innovation to a commercial business.
- Demonstrated ability to undertake qualitative and quantitative research and analyse data for reporting and recommendation purposes.
- Demonstrated experience and/or knowledge of how to effectively work with a diverse workforce, to ensure the workplace is safe from discrimination, bullying, harassment or sexual harassment.
- Superior interpersonal and customer service skills with the ability to display a courteous and professional manner at all times.
- Excellent written and oral communication skills with high level attention to detail and accuracy.
- Ability to interpret and apply legislation, regulations, policies and procedures.
- Demonstrated ability to resolve issues through negotiation and consultation with other team members.
- Strong organisational skills with the capacity to prioritise work, deal with competing demands, manage time effectively and ensure completion of tasks within deadlines.
- Strong computer literacy skills with proficiency in Microsoft Office suite of applications and the ability to become an effective user of new computer systems.

Desirable

- Sound knowledge and/or understanding of commercial aviation and the aviation regulatory environment particularly in relation to CASR Part 66 licencing requirements.
- Sound knowledge and/ or understanding of ASQA standards and how compliance against these standards is maintained and demonstrated.

Personal QualitiesEssential

- A passion and commitment to delivering an exceptional customer experience.
- Courage to challenge current ideas and methods.
- Enthusiastic, energetic and motivated approach to work.
- Actively contribute to ensuring the workplace is a safe environment for everyone by challenging actions or behaviours that could be improved upon or that are inappropriate.
- Ability to build rapport and credibility with stakeholders and develop strong working relationships.
- Ability to work both independently and within a flexible team environment.
- Ability to foster a customer focused working environment and build and maintain rapport with staff and students.
- Ability to interact with internal and external customers from diverse cultural backgrounds, displaying awareness of cross-cultural communication issues.
- Willingness and ability to demonstrate initiative and accept responsibility.
- Willingness to undertake travel as required.

JOB DESCRIPTION AGREED

Employee Name: _____ Date: _____

Signature: _____