

## Position Description: Business Development Advisor

Kaiwhakahaere   Manager	<b>Business Development Manager</b>
Te Wāhi Noho   Location	<b>Various</b>
Te Rā   Date	<b>June 2023</b>
Whakapānga Tuatahi   Direct reports	0
Ngā Hononga Mahi   Working relationships	<b>Internal:</b> BCITO employees nationally <b>External:</b> Stakeholders

## He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, Haere mai, Whakatau mai

BCITO is a business unit within Te Pūkenga (New Zealand Institute of Skills and Technology).

Te Pūkenga supports a world-class vocational and on-the-job learning system for Aotearoa New Zealand that brings together the strengths of in-work, online and on-campus learning. It is responsible for ensuring equity and excellence in vocational education. Its key priorities are improving outcomes for Māori and Māori communities in collaboration with Māori and iwi partners and stakeholders; improving the consistency of vocational education and training; meeting the needs of the regions of New Zealand and their learners, industries, employers, and communities; ensuring that every learner receives what they need to be successful and improving vocational education outcomes.

As New Zealand's largest provider of building and construction trade apprenticeships, BCITO is committed to the development and training of people joining and working in the building and construction sector. The collaborative and positive working relationships that we have with the 16 industries that we represent are central to our success. We continually look to improve our service to the industries, so their needs are effectively met.



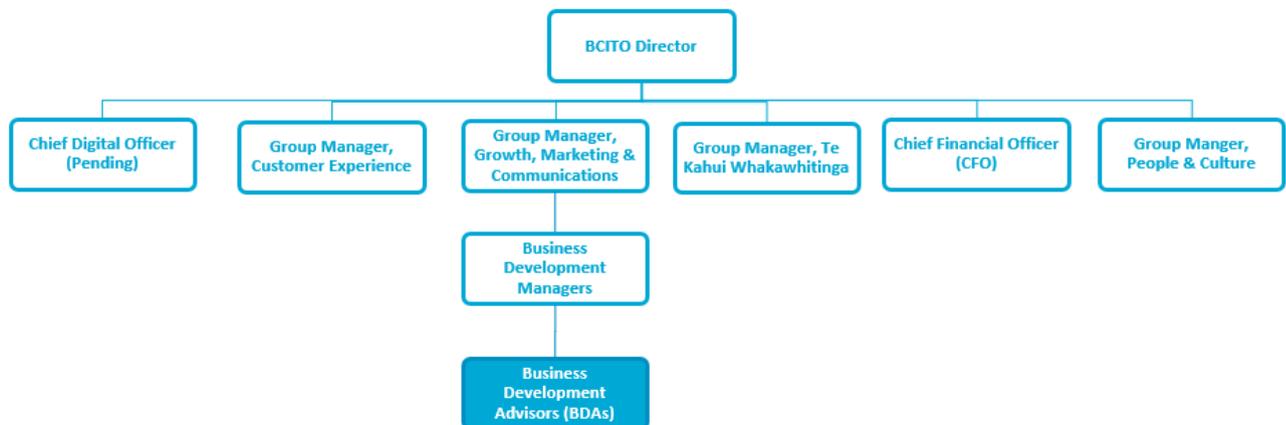
### Vision and Values

We are a group of passionate people, with our 'essence' encompassed by our Vision and Values.

We recognise that the success of BCITO is linked to the performance, capability, and well-being of our people. We offer our people competitive remuneration, great career training and development opportunities, excellent employee-support benefits and flexible working conditions.

## Te Tū Whakahaere | Reporting structure

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## Te Kaupapa | Purpose

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The key purpose of a Business Development Advisor is to work with all BCITO sectors to develop sales outcomes through formal prospecting & relationship development across our Qualification range. Working with Schools & other stakeholders to promote trades within the Building & Construction Industry as a potential career choice and BCITO qualifications as a way of achieving this.

## Ngā Whāinga Matua | Key responsibilities

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### Business Development

- Prepare a Business Development Advisor Sales Plan that identifies target trade sectors and employers that will be called on to gain trainee sign-ups in these trade sectors.
- Use prospecting to target both current BCITO and non-BCITO affiliated employers, including discontinued trainees and inactive employers, to build and grow a quality database of employers through CRM.
- Make first contact with CRM opportunities within 48 hours to ensure a high level of customer service at all times.
- Use CRM to track opportunities through to the training agreement stage.
- Ensure that CRM contacts / opportunities are updated with the latest information at all times as required.
- In conjunction with the Business Development Team promote the job matching service to all relevant external stakeholders.
- Manage resources required to deliver the BCITO brand messages at local education & industry events including arranging the presence of Area team members in consultation with Area Manager.
- Proactively keep up to date with BCITO product & systems knowledge.
- Work with Business Development Manager to ensure any marketing activity, national or regional communicated and executed to ensure maximum penetration of target audience and return on BCITO investment.

### **Strategic Customer Relationship Management**

- Establish productive, professional relationships with key personnel in assigned customer accounts; focussing on understanding the customer's business and industry.
- Develop solutions that best address customer's strategic human resource planning needs.
- Aligning the BCITO qualifications and training solutions with the customer's business drivers, structure, and strategies. Incorporating educational stakeholders and coordinating the involvement of all necessary company people.
- Strategic Education / Training Relationship Management.
- Establish productive, professional relationships with key people in assigned educational providers, understanding their business drivers, structure, and strategies, including stakeholders responsible for proposing, approving and implementing investment in programmes of study.
- Increase awareness of the BCITO and construction industry career opportunities within educational stakeholders through appropriate channels (expos and class visits / talks).

### **Industry Data**

- Be familiar with and distribute relevant industry data to ensure stakeholders are informed when making decisions, BCITO seen as a "Trusted Advisor" to stakeholders' business.

### **Industry Association and Other Stakeholder Engagement**

- In conjunction with the BDM, develop and implement an annual industry association and other stakeholder engagement plan.
- Build and maintain strong relationships with stakeholders so that the BCITO's reputation is enhanced.
- Maintain a regular schedule of meaningful contact to establish common ground with existing and new stakeholders to ensure relationships maintained.

### **Communication & Reporting**

- Present Sales and Marketing information / activity at each team meeting to ensure area teams are fully informed
- Provide the Business Development Manager with immediate notice of any issues or opportunities that could have significant impact on your ability to meet your targets
- Use CRM to plan activities and to record outcomes in concise way that will be understood by others using the CRM contacts
- Develop and provide any other reporting that may be required to ensure management / industry remain informed.

**Note:** The above responsibilities are not exclusive. The employee may be asked to undertake other reasonable duties and accept additional responsibilities at management's discretion.

Depending on the region, some overnight travel may be a requirement.

### **Health & Safety and Company Information**

Carry out the requirements of the position safely at all times while supporting the organisations environment, of promotion and adherence to Health & Safety policies and procedures by all employees.

## Mōu/Personal Specifications

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### Essential

- Proven sales experience in a service or product environment
- Relationship management, networking, sales management and/or customer service experience (awareness of end-user of training)
- Able to leverage relationships for a win/win outcome
- Strong written and verbal communication skills
- Well-developed facilitation and presentation skills
- Great at planning, prioritising, and being flexible
- Can get along with people from all walks of life
- Can work autonomously and within a team
- Has a current clean driver's licence.

### Desirable

- Business degree or equivalent relevant experience
- Sound knowledge of the Building & Construction industry
- An understanding of the vocational education/training sector
- Existing industry, education sector and government agency contacts/networks
- Training design experience (including knowledge of adult learning styles, customising material to meet the needs of different target groups).

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**Signed by Business Development Advisor**

**Signed by GM Marketing & Growth**

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