

Position Title	Business Development Consultant, Apprenticeships	Date Approved	October 2017
Reports To	Sales Manager, Apprenticeships	Location	Perth

Position Purpose	To promote, maximise opportunities and drive growth in the uptake of apprenticeships and traineeships in Western Australia as part of The Apprenticeship Community. This role will be responsible for building broad B2B relationships and partnerships with employers, creating opportunities for apprenticeships and traineeships, and to position The Apprenticeship Community as employers' preferred partner of choice.
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Key Accountability Areas	Key Responsibilities	Success Criteria
1 Business Development	<ul style="list-style-type: none"> • Generate leads from researching organisations and individuals online (especially on social media) to identify new leads and potential new markets and cold calling decision makers • Identify sales prospects and contact potential clients telephonically to establish rapport and set up meetings • Follow up on new leads and referrals resulting from field activity and other sources • Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made. • Present and sell company products and services to current and potential clients. • Deliver presentations and prepare proposals • Develop and maintain current product knowledge • Establish and maintain current B2B client and potential client relationships. • Manage account services through quality checks and other follow-up. • Identify and resolve client concerns. • Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals. • Maintain the CRM platform with all sales activity 	<ul style="list-style-type: none"> • New business opportunities are developed resulting in the achievement of set KPIs and targets. • Information is provided which is targeted and easy to understand, resulting in new business opportunities • Preferred supplier arrangements and partnerships are developed which result in a steady pipeline of sign-ups • Innovative and effective business development initiatives are implemented across the program • Reports are developed which are accurate and timely • CRM maintenance will reflect current activity accurately

Key Accountability Areas	Key Responsibilities	Success Criteria
2	<ul style="list-style-type: none"> Communicate new product and service opportunities, special developments, information, or feedback to clients Participate in marketing events such as seminars, trade shows, and telemarketing events. 	
	Industry Knowledge <ul style="list-style-type: none"> Understanding of industry trends and market performance to optimise business opportunities. Share industry information changes with Industry Training Consultants and the broader business to gain maximum benefit for the business 	<ul style="list-style-type: none"> Market analysis is insightful, accurate and results in The Apprenticeship Community securing new and emerging opportunities Information is shared across the team resulting in business growth
3	General <ul style="list-style-type: none"> Undertake a range of administration to support the operation of the AASN business and supporting employers and apprentices Work collaboratively across the team and provide support that leads to business growth. 	<ul style="list-style-type: none"> Administration is completed as required to support the operation of the business Positive working relationships are established and maintained for mutual benefit to all parties

SELECTION CRITERIA	
Values	Understanding of and commitment to living the Values of CoAct. You will share our vision and values, including a commitment to achieving quality employment outcome for the most disadvantaged job seekers.
Competencies (and level within CoAct Competency Framework)	<ul style="list-style-type: none"> Negotiation Intermediate Relationship Development Intermediate Influence Intermediate Communication Intermediate Results Orientation Intermediate
Personal Attributes	<ul style="list-style-type: none"> A social personality with strong relationship building attributes Ambitious and driven with a strong results focus, able to convert opportunities into outcomes Solution focused Outstanding written and verbal communication Strong presentation skills, able to adapt style to suit various audiences A desire to work within a client service organisation

SELECTION CRITERIA

	<ul style="list-style-type: none">• Ability to operate in a highly ethical manner in accordance with the AA contractual requirements, client expectations and CoAct's high quality and performance orientated culture
Required Experience	<ul style="list-style-type: none">• Proven B2B sales track record• Demonstrated ability to develop and maintain a client base and meet KPIs• Able to identify and build relationships with decision makers• Knowledge of local labour market• Ability to understand the industry changes and identify business implications• High level computer skills (Word, Excel, Outlook and Internet Explorer)
Desirable Experience	<ul style="list-style-type: none">• Experience in working with in an AASN or Vocational Education and Training (VET)• Ability to interpret complex guidelines and contracts
Desirable Qualifications	<ul style="list-style-type: none">• Relevant degree or diploma

COACT VALUES

At CoAct our Values are:

- Leadership: The courage to shape a better future
- Collaboration: We believe in the power of many
- Creativity: We challenge ourselves to innovate by always thinking differently
- Respect: We value all those we work with and the contribution that they make
- Integrity: The confidence to act fairly, ethically and openly in all the we do