



## Business Development Manager

<b>Reports To:</b>	General Manager, Industry Development
<b>Location:</b>	Auckland, Wellington, Christchurch
<b>Direct Reports</b>	Nil
<b>Tenure</b>	Permanent
<b>Last Reviewed</b>	September 2017

### Organisational statement

Education New Zealand's purpose is to take New Zealand's education experiences to the world for enduring economic, social and cultural benefits.

Education New Zealand (ENZ) aims to help our international education sector (industry) achieve growth through our research and marketing programmes, collaboration with our international education partners, our involvement in student recruitment and business development initiatives.

### Group Purpose

The purpose of the Industry Development Group is to lead, drive, coordinate and implement strategies and initiatives to build the long term sustainability of New Zealand's international education industry. The Group has two key areas of focus:

- **Industry development**, which focuses on how the international education industry needs to develop into the future through identifying and developing new products, new industry entrants and new business models. This team works in the areas of the export of education services and inbound and outbound investment.
- **Industry engagement**, which works across all industry sectors and regions, with a view to building a comprehensive understanding of and delivery of services needed to drive the industry forward. This team focuses on moving the industry's focus from volume to value and providing value adding services to education providers, sectors and regions.

### Purpose

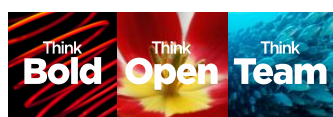
The Business Development Manager is responsible for:

- Proactively working with industry customers, to identify and further develop prospects for innovation, market and product development in response to market demands.
- Contributing to initiatives that grow the capability of the industry.

### Relationship Management

The position maintains close and effective working relationships with:

<b>Internal</b>	Industry Development Group: Business Development Managers Project Managers and support staff ENZ: International Group Student Marketing Group, Strategy and Insight Group and Stakeholders and Communications Group
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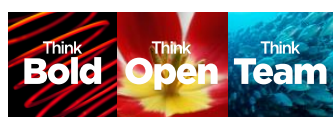


<b>External</b>	<p>Designated education providers and services exporters</p> <p>Sector peak bodies or associations</p> <p>Economic Development Agencies, Local Authorities, and regional industry groups</p> <p>Sector clusters and special interest groups</p> <p>Other agencies that develop policy and/or regulate industry operations (e.g. NZQA, MoE, TEC etc.)</p> <p>Other agencies that provide services to support international education providers (e.g. NZTE)</p>
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### Key accountabilities for this position

The Business Development Manager is responsible for delivering on the following key accountabilities:

<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>Engages proactively with a portfolio of our industry customers (providers, peak bodies and regions) to achieve the ultimate goal of increasing their capability, growth and internationalisation. This is achieved through inspiring confidence in the industry, forming and maintaining a disciplined customer engagement process, and ensuring progress against objectives and delivery of outcomes.</li> <li>Connects industry customers with an appropriate range of ENZ products and services as the key ENZ contact person.</li> <li>Manages and/or contributes to ENZ strategic growth projects related to industry customers.</li> <li>Maintains consistent and accurate information relating to industry customers to increase the ability of ENZ to add value.</li> <li>Contributes to initiatives designed to grow business capability of industry customers,</li> </ul>
<b>Customer Management</b>	<ul style="list-style-type: none"> <li>Acts as the primary customer contact point for ENZ</li> <li>Is the custodian of the ENZ customer relationship and represents the customer internally</li> <li>Substantiates and challenges the customer's international growth plans</li> <li>Defines the scope, coordinates work plans and organises delivery of Engagement Plan actions within ENZ</li> <li>Responds on a timely basis to all new leads and opportunities for the customer including those outside the agreed Engagement Plan</li> <li>Initiates and leads the customer review of progress against Engagement Plan objectives and actions</li> <li>Gathers and maintains the integrity of customer data and ensures relevant information / customer interaction is updated on a timely basis</li> <li>Ensures the smooth transition or handover of individual customer accounts (where relevant)</li> </ul>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>Creates an inclusive, collaborative one-team approach to ensure work and engagement with customers is informed, organised, professional and value adding</li> </ul>



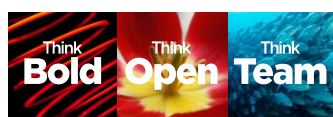


	<ul style="list-style-type: none"> <li>Maintains oversight of all relevant customer communications, both informing other stakeholders and proactively seeking to be kept informed where there are multiple customer touch points across ENZ</li> </ul>
<b>Strategic Relationships</b>	<ul style="list-style-type: none"> <li>Develops and maintains a positive network of strategic relationships with key stakeholders, influencers and decision makers</li> </ul>
<b>Professional Behaviour</b>	<ul style="list-style-type: none"> <li>Works collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made.</li> <li>Leads and models the ENZ “Ways of Working” (WOW) with the rest of the organisation.</li> <li>Promotes the purpose, WOWs, beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business.</li> <li>Creates and maintains corporate information to high standards to ensure we can meet our reporting obligations.</li> </ul>
<b>Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>Takes reasonable care for his or her own health and safety</li> <li>Takes reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people</li> <li>Complies, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law</li> <li>Cooperates with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff.</li> </ul>




### To be successful in this position

For this position the Business Development Manager needs to demonstrate the following:

- A tertiary qualification in international business, business management or another relevant discipline
- High level of business/commercial acumen, preferably with an international education or international business experience
- A deep understanding of the New Zealand education sector and international education industry,
- Highly developed communication skills including the ability to communicate succinctly in a variety of communication settings and styles, both through writing and orally
- Contract management skills
- Proven ability to analyse data to a high level
- Negotiation skills
- Proven ability to develop credibility and networks at a senior level within the New Zealand education sector
- Strategic capabilities, including assessment of strategic options, development and implementation of strategic projects
- Ability to identify and manage risk
- An ability to organise him/herself to achieve work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment



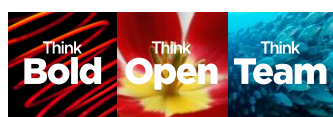
## Our Ways of Working

	<p>Be rich in ideas and confident in the team's ability to turn them in to realities. Be courageous. Constantly challenge what's gone before and help shape what's coming.</p>
	<p>Get involved. Be inclusive. Respect opinions, relish feedback. Listen, really listen. Discuss. Understand. Refine. You are restricted by the limitations of what you know. But, with an open mind, those restrictions disappear.</p>
	<p>Know that we are amongst the most knowledgeable, passionate and innovative people in our industry. Each of us is talented. But together, we are world class. It's through our individual actions that we'll find success together.</p>

## Role competencies

The Business Development Manager should demonstrate the following competencies:

<p><b>Business Acumen</b>          Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace.</p>
<p><b>Cross-Cultural Agility</b>          Knows how to work the local culture; is not afraid of committing to a course of action to get started; has the courage of his/her convictions; understands the need for flexibility; won't let unresolved issues drift engages in-country locals in dialogue about how to get things done; is willing to start something and make adjustments along the way; is not afraid to try something never done before.</p>
<p><b>Customer Focus</b>          Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.</p>
<p><b>Global Business Knowledge</b>          Understands business on a global scale; understands what works in many countries; understands what's different from country to country; understands global differences in customers; knows how capital flows and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places.</p>




**Innovation Management**

Is good at bringing the creative ideas of others to market; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace.

**Integrity and Trust**

Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.

**Motivating Others**

Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

**Peer Relationships**

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

