



engineering  
new zealand  
te ao rangahau

# POSITION DESCRIPTION

## BUSINESS DEVELOPMENT MANAGER

### PRIMARY PURPOSE

Develop and implement a business development plan for Engineering New Zealand that builds collaboration with commercial partners and supports our vision to bring engineering to life.

Develop plans and actions to increase revenue through funding, sponsorship and advertising. Drive commercial partnerships, sponsorships and advertising sales, including identifying new commercial opportunities, and building strong customer relationships.

### ABOUT US

Engineering is a big deal for New Zealand. It's behind almost everything we do and plays a vital role in Kiwi life – from our homes and how we travel and communicate to the water we drink and the food we eat. Engineers are awesome, and we want everyone to know.

We're Engineering New Zealand – a non-profit membership organisation that's driven to help our engineers be the best so they can engineer better lives for New Zealanders.

We're the voice of engineering. We aren't afraid to ask the hard questions, seek expert advice, explore possibilities, and partner with all sectors of society to drive this mission home. We give our members a platform to share their views and impact real change. We're also unashamedly proud to shout their engineering genius from the rooftops.

### KEY ACCOUNTABILITIES

#### **Business Development)**

- Evolve a partnerships model for the organisation that delivers on our key objectives.
- Cultivate and manage viable long-term partnerships aligned to Engineering New Zealand's strategy and brand.
- Proactively develop new business with clients from within and outside the engineering sector and Identify opportunities to leverage off current partnerships
- Liaise with partners to solve issues, communicate needs and create synergy.

- Analyse and report on partner initiatives, forecast for strategic changes and report on key metrics.
- Support the provision of strategic advice and guidance to the leadership team regarding partner needs, solutions and business development opportunities.

### **Advertising and Sponsorship**

- Develop and implement a sponsorship framework and strategic plan for sponsorship
- Develop a plan that utilises Engineering New Zealand's advertising channels
- Cultivate and maintain positive existing client relationships to generate advertising and sponsorship revenue
- Work with the Marketing Manager and Designer to develop advertising and sponsorship material as required
- Partner with service delivery owners across the Engineering New Zealand to identify commercial opportunities
- Works with customers to determine the best advertising and sponsorship opportunities for their products or services and proactively seek opportunities with clients to advertise across multiple channels
- Secure advertising for Engineering New Zealand initiatives such as magazines and online publications
- Ensure all processes regarding advertising and sponsorship are delivered to the highest level across all advertising products and events and clearly communicated across Engineering New Zealand
- Prepares quotations, cost estimates and advertising proofs to clients for approval

### **Other**

- Work collaboratively with colleagues across all of the Engineering New Zealand teams
- Embody the Engineering New Zealand values of being connected, credible, colourful and people-centred
- Ensure you adhere to the relevant Engineering New Zealand health and safety policies and procedures
- Ensure your own wellness, health and safety within the workplace, as well as that of colleagues
- Participate in other tasks, projects and activities as required

## **TYPICAL QUALIFICATIONS AND EXPERIENCE**

### **General skills/experience**

- Proven experience in partnership, advertising sponsorship activities with a range of stakeholders.
- Strong stakeholder engagement skills with the ability to influence and build trust and confidence at all levels.
- Passionate about digital capability
- Success at managing a wide array of tasks and projects and an ability to thrive in a fast-paced work environment
- Technical proficiency with the ability to use a range of technology to achieve results
- Experience working with or in a membership organisation preferable

## CRITICAL COMPETENCIES AND BEHAVIOURS

### Personality/attitude

- Resilient and independent with the ability to work under pressure
- Results-oriented with the ability to prioritise and act with urgency
- Engaged and supportive team member who works well with others to get the best outcomes
- Uses initiative to come up with clever solutions and can-do attitude to make them happen