



Position Description

Scouts Australia (SA Branch)

Dated: October 2021

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Position Identification

Position Title	Business Development Manager
Award Classification	Non-Award
Functional Area	Operations
Location	Woodhouse Activity Centre
Reports to	Manager Commercial Campsites
Direct Reports	<ul style="list-style-type: none"> Customer Experience Officer
Special Conditions	Nil

Position Summary

Leveraging and building upon the growth of Woodhouse Activity Centre, the Business Development Manager will realise the next step in financial growth through the successful promotion of Roonka Water Activities site and other associated sites and products.

The role will be responsible for devising, developing and implementing marketing projects and business development strategies, designed to ensure the economic, strategic and operational growth Scouts SA's commercial campsites and become recognised as leader in all of its outlined core business channels and the premier site for youth activity.

WHS and Scouts SA Core values and principles

- Maintain a personal familiarity with the requirements of your role's WHS legal requirements
- Demonstrate commitment and understanding of Scouts SA core values and principals
- Takes personal responsibility for their own safety and that of others and ensures their work environment and practices are safe
- Perform their duties in accordance with the Scouts SA Work Health and Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work

Risk Accountabilities

- Drive a culture of obligation compliance and support key risk management and education throughout Scouts SA, by ensuring it is prioritized in all key day to day operations.
- Comply with the requirements of incident management and utilize Sky Trust in accordance with policy.
- Have a general duty of care and be responsible for complying with requests with regards to the Obligations Register.
- Have a responsibility to comply with policies and procedures and to identify and report new risks, issues and any associated incidents into Skytrust and to Management.

Key Result Areas (Outcomes of the role and the desired behaviours to be exhibited in the role)

Key Result Area	Accountabilities
1. Online presence and reputation management	<ul style="list-style-type: none"> • Ensure that the Campsite websites are accurate, up to date and communicate effectively with our customers to serve the functional needs of our customers as they interact with the business. • Set, plan and implement social media and communication campaigns and strategies • Provide engaging content for social media accounts and monitor, report and respond to all feedback and online reviews

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	<ul style="list-style-type: none"> Stay up-to-date with digital technology trends and respond to social media posts and discussions
2. Customer Experience & Communications	<ul style="list-style-type: none"> Manage all customer communication information templates and scripts to optimise conversion Identify and map business strengths and customer needs Manage any escalated complaints and address any concerns or needs of customers and guests promptly Seek feedback from all customers to improve their experience
3. Identify, Pursue & Capture New Business Opportunities	<ul style="list-style-type: none"> Build on and develop brand awareness Creative development of promotional materials, digital content, advertisements, and other marketing-related projects and communications Seek, sell and oversee high yield bookings including weddings, conferences, sole occupancies and events Plan, organise and manage events to boost brand awareness and provide an exceptional experience for customers Use core business objectives to drive new bookings and leverage existing business. Identify promotional opportunities and marketing strategies that drive new business and promote the sites. Provide market, members/consumers, and competitor insights to identify unmet market needs and new product opportunity. Ensure that Campsites meet the agreed financial targets as outlined in monthly budgets and in line with the business plan
4. Brand awareness & Promotion	<ul style="list-style-type: none"> Work collaboratively with Scouts SA Brand Manager and Commercial Managers to deliver effective marketing collateral and content to promote core business. Seek out and develop marketing opportunities and partnerships to grow brand awareness and development. Leverage all commercial agreements and partnerships within the tourism and associated industries to become a market leader. Ensure marketing and communications are consistent in their messaging and contemporary in approach.
5. Team Leadership	<ul style="list-style-type: none"> Demonstrate commitment to Scouts SA values and foster a team culture in which they are delivered in an exemplary fashion. Mobilise the customer service team effectively to provide an experience that exceeds our customers and guests' expectation Monitor, review and provide regular feedback to staff about their performance and effectiveness. This will include supporting annual reviews as well as implementing a program of continuous quality improvement.
Key Authorities (a summary of delegated authorities needed to effectively fulfil the role accountabilities)	
People	<ul style="list-style-type: none"> Authority for Direct Reports Authority for cross functional relationships

