

Position Description

Scouts Australia (SA Branch)

Dated: October 2021 Prepared by: Emily Cordell

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	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 Area Accountabilities 1. Online presence and reputation management • 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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	Stay up-to-date with digital technology trends and respond to social media posts and discussions
Customer Experience & Communications Identify, Pursue & Capture New Business	 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 Build on and develop brand awareness
Opportunities	 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	 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	 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 People	
ι σορισ	 Authority for Direct Reports Authority for cross functional relationships

Financial	 As per budget approval of HOC/CEO 	
Technology, systems and processes	 Skytrust MyScout Administrator - Roonka and Woodhouse website Administrator - Campsite Facebook and Instagram Administrator - Venue Life 	

Qualifications (indicate essential or desired)

- Marketing, Communications or Business degree. (desirable)
- · Current SA driver's license.
- Current First Aid Qualification HLYAID003 Provide First Aid, or a willingness to do so.
- Successful applicant will be subject to a satisfactory police check return in accordance with the Scouts SA Child Protection Policy.

Knowledge (factual or procedural information needed to perform in the role)

- In depth knowledge of social media platforms and measurement tools.
- Extensive knowledge of marketing strategies, channels and branding.

Skills and Abilities (individual's capabilities, include level of proficiency)

- A drive and ability to thrive in a fast-paced environment, dealing with multiple stakeholders and the capacity to manage multiple activities at once.
- Excellent written and verbal communication skills.
- Strong time management and organisational abilities.
- Superb interpersonal skills and ability to build rapport with clients and stake holders.
- Ability to develop new concepts and devise unique marketing campaigns
- A love of the outdoors and understanding the importance this plays in health and wellbeing.

Experience (The minimum amount of experience required to perform in the role)

- Past experience in South Australian Schools.
- Past experience in the Tourism industry.

Additional Requirements

Approval of the Position Description

- Some interstate and intrastate travel may be required
- Perform other duties as requested by the Manager Commercial Campsites that are consistent with the
 responsibilities of the position and within the individual's level of capability and expertise, where
 generally consistent with this position and within current level of competence.

 Manager Name	 Manager Signature	/ Date				
Acknowledgement						
I acknowledge having read and understood the contents of the Position Description						
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Employee Name	Employee Signature	Date				