

# APPLICANT INFORMATION PACKAGE

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Thank you for your interest in applying for the Business Development Manager position with the Universities Admissions Centre (UAC). This package is designed to provide you with information about UAC's recruitment process and general conditions of employment.

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## SNAPSHOT OF EMPLOYEE BENEFITS

### Work-life balance

- Short 7-hour day (35-hour week), with an hour for lunch, Monday to Friday.
- Employees who work more than the standard 35-hour week are entitled to overtime pay.
- Flexible work arrangements.



### Generous leave entitlements

**50 days**  
sick leave with  
conditions



**Family & community**  
services leave



**Study** support  
leave



**Concessional**  
days



**Rostered Day Off (RDO)** system: accumulate 1 day off every 4 weeks

### Above-standard employer superannuation contributions

UAC permanent employees  
Casual employees

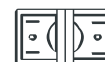
**17%**  
**10%**

UAC fixed-term  
(17% after 12 months' service)

**10%**

### Competitive remuneration

We reward our staff for their hard work with competitive remuneration and salary packaging benefits.



Business Development Manager (2 year, fixed-term appointment)

### Health and wellbeing

Our employees enjoy a range of health and wellbeing initiatives to support their physical and mental health:



- annual health checks and flu vaccinations
- periodic massages
- yoga and mindfulness classes
- free counselling service
- membership of an exclusive benefits program with unique offerings across a range of venues, recreational facilities and eateries at Sydney Olympic Park.

## READY TO APPLY?

Email us your:

1. cover letter and resume
2. written response addressing the selection criteria listed in the Position Description
3. copies of relevant qualifications (if available).

# POSITION DESCRIPTION

POSITION TITLE:	Business Development Manager
HEW LEVEL:	Grade 9
DEPARTMENT/UNIT:	Business Solutions
SUPERVISOR/ MANAGER:	James Kevin, GM Business Solutions
DATE WRITTEN:	November 2019 Revised June 2021
INCUMBENT:	Vacant
APPROVALS:	James Kevin, GM Business Solutions David Christie, Managing Director

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## 1. BACKGROUND INFORMATION

UAC - the Universities Admissions Centre – is at an exciting stage in its history. Established in 1995 and owned by universities in NSW and the ACT, UAC is now the largest tertiary admission centre in Australia and a leader in technology platforms and innovative solutions for the higher education sector.

UAC's mission is to provide equity of access to higher education, central to which is a strong belief in the value of education and lifelong learning. UAC is not-for-profit and driven by a strong culture of service - to students and schools, higher education institutions and the wider community.

UAC's commitment to new product development has in recent years led to significant double-digit growth and expansion of market share and capability.

UAC will continue to evolve as it takes on more new business and aligns itself strategically to meet stakeholder expectations and needs into the future. The role of the Business Solutions Department is to foster that alignment and in doing so, provide UAC with growth and financial viability, for the long term.

The Business Solutions Department consists of two Units, Client Relations and Business Development. The Business Solutions Department is one of six departments at UAC. The others are Marketing and Engagement, Information Technology, Operations, People & Finance and Business Analytics.

For further information about UAC's structure and functions, see UAC's People & Culture Unit.

## 2. JOB PURPOSE

The Business Development Manager (BDM) is responsible for securing new clients and new business opportunities for UAC, in order to meet the strategic objectives of the Company and to provide growth into the future.

The position plays a key role in the development of UAC's business development strategy. The position is also expected to identify new clients and new markets, by researching and analysing market data and pro-actively developing rapport with potential new clients, by understanding their business requirements, in order to develop creative business solutions for both the client and UAC. This includes strategically engaging with corporate clients to create awareness of, and to market UAC's technology platforms, products and service offerings.

The BDM is also expected to grow and retain existing clients by marketing new solutions and services. A major part of the role is presenting to and influencing key decision-makers (both internally and externally) on business trends, with a view to recommending and developing new products and services.

### 3. REPORTING AND OTHER RELATIONSHIPS

The BDM reports directly to the General Manager, Business Solutions and has no direct reports.

The BDM acts as a trusted industry advisor and is required to develop strong and effective working relationships and partnerships with both internal and external stakeholders, including staff from participating institutions, government, corporate organisations and other clients. Networking is a key function of the role, and the BDM is required to represent UAC in a wide variety of external forums.

Within UAC, the BDM operates within a flexible and collaborative team-based environment with team members sourced from various units across the organisation. The position works particularly closely with staff from the Project Management Office (PMO), Business Analytics, Marketing & Engagement and other IT staff to envision strategies that support our clients and UAC's objectives.

### 4. DIMENSIONS

UAC currently provides a wide range of admissions-based services to 13 member institutions plus another 13 higher education providers. Participating institutions are predominantly based within NSW and ACT, but a number are located interstate. UAC has a stated strategy of national expansion, which means that the number of participating institutions and other client organisations, is likely to increase in the immediate future.

The prime orientation is undergraduate admissions with complementary services also provided for postgraduate and international markets. Additional special services are also provided for equity related processing. Currently over 180,000 applications are received annually with 120,000 plus offers of admissions being generated.

With various cutting-edge technology platforms and significant growth in innovative product development and operating bespoke services, the volume of processing and the number of organisations serviced will increase at a rapid rate.

### 5. MAJOR TASKS

In consultation with the GM, Business Solutions:

1. Develop and acquire new business opportunities for UAC. This includes:
  - market research and analysis
  - identifying opportunities outside the typical UAC business lines
  - initiating contact with prospective clients (inbound and outbound)
  - developing business proposals
  - pitching to new clients
  - actively securing new sales.
2. Significantly contribute to the development and implementation of the overall business development strategy and sales roadmap, across the company. This includes building new client relationships and a successful sales pipeline in accordance with targets and UAC's strategic goals.
3. Expand current business opportunities, by building strategic relationships with staff from participating institutions and other client organisations, as well as leveraging these relationships to identify opportunities for the creation of new products and services.
4. Contribute to the development and implementation of new products and services. This includes:
  - Acquiring and communicating business intelligence and competitor activity
  - involvement in product development
  - thorough understanding of client and business requirements
  - liaising with clients and UAC staff to monitor progress and problem-solve.

5. Actively develop and manage ongoing client relationships by monitoring the provision of current and new services to ensure client needs are being met and that problems are addressed in an effective and timely manner.
6. Research, analyse, and report on business issues and trends in higher education and the broader business environment and identify issues which have the potential to impact on current business and/or create new business opportunities for UAC. Competitor analysis would be a key component of this.
7. Prepare and present business proposals to various clients, UAC's Executive Group and/or the Business Development Committee of the UAC Board.
8. Collaborate with software developers, business and data analysts, the PMO and subject matter experts to understand UAC's complex technological systems/processes and provide recommendations to produce solutions that meet client needs.
9. Participate in and/or support relevant committees and other project groups, and contribute to operational, business and strategic planning processes as required.

## 6. PRINCIPAL ACCOUNTABILITIES

The Business Development Manager is accountable for:

1. Developing relevant strategies, using insights and analytics to build an effective sales roadmap and pipeline.
2. Having an in-depth understanding of UAC systems, business processes, internal and external stakeholders in order to secure new business and identify the best solutions for UAC and its clients.
3. Displaying high-level business acumen and the successful identification and analysis of business opportunities, that are aligned to and meet UAC's overall strategic objectives.
4. Being instrumental in brand-building, by differentiating the UAC offering and communicating and adapting its value proposition to various customer segments. This includes developing and maintaining a dynamic suite of multimedia sales collateral.
5. Establishing professional and influential relationships with new and existing clients (including at an executive level), to identify new business opportunities and ensure ongoing satisfaction with UAC's products and services.
6. Working effectively and collaboratively with UAC staff on various projects and treating internal stakeholders as customers as well. Understanding the importance of working together on behalf of the customer, to deliver existing and new products and services for clients, while also ensuring a seamless customer onboarding process.
7. Maintaining confidentiality on all UAC stakeholder information as appropriate.

## 7. CHALLENGES AND CONSTRAINTS

When representing UAC externally, the BDM is required to display expert knowledge of the market, UAC's products and services and technical capabilities, with a view to presenting solutions which align to business requirements. The BDM must also keep up to date with current trends and issues in the industry, to build on UAC's reputation as a trusted provider of services, and to develop service offerings to meet emerging client and business needs.

The BDM must be determined to work in an environment where there are extended lead-times in securing business partnerships. Relationships with clients and participating institutions must be nurtured, in order to facilitate business opportunities and in turn, convert them into actual sales and revenue growth over the long-term.

A significant challenge for the incumbent is to negotiate multiple product and service delivery timeframes that are realistic and that meet internal resourcing and client requirements.

## 8. EDUCATION AND EXPERIENCE

1. Degree in Business, Management, Marketing or relevant study at the post-graduate level and extensive relevant experience OR an equivalent combination of extensive relevant experience, expertise and/or education/training.

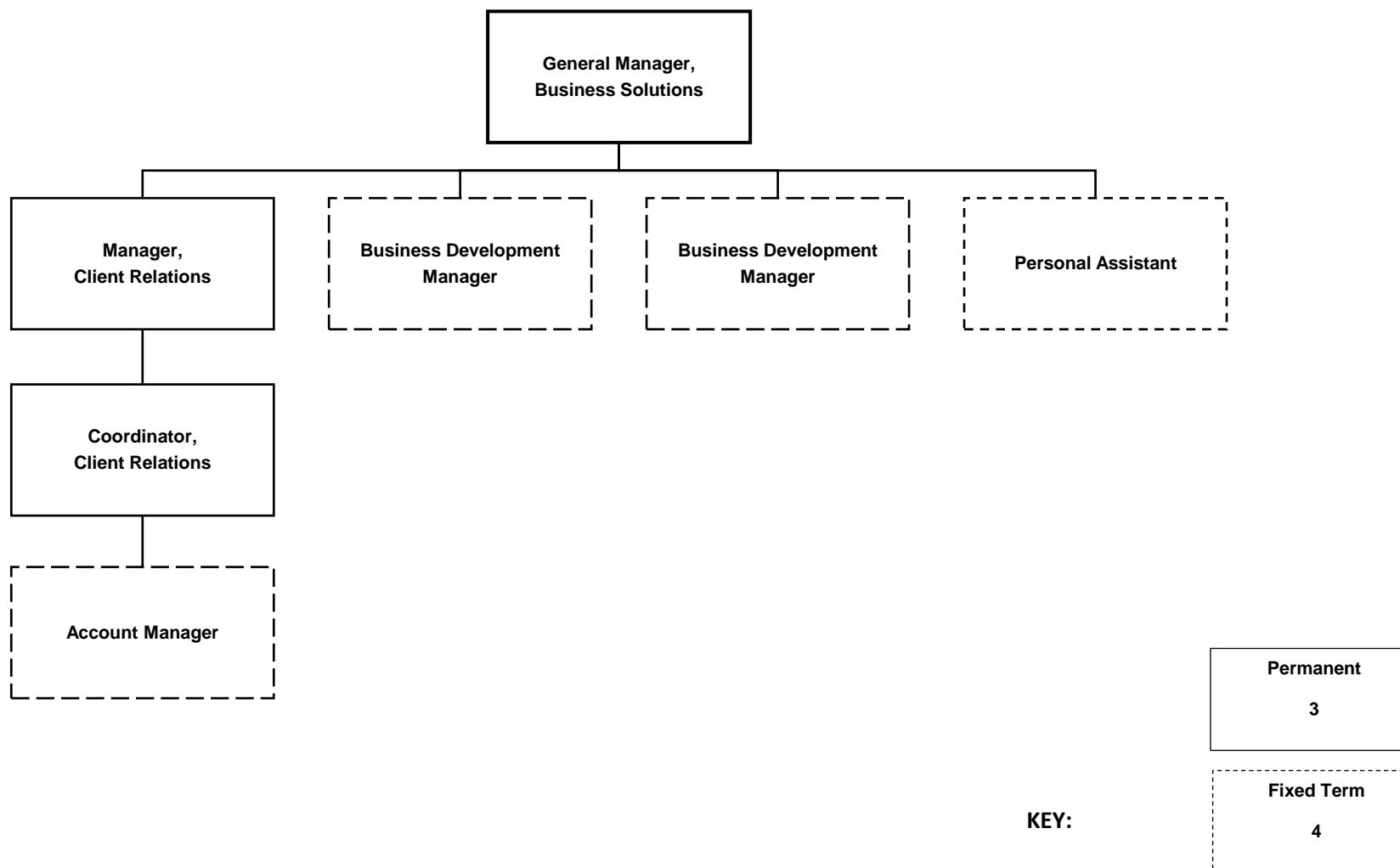
## 9. CRITERIA

### Essential skills and experience

1. Degree in Business, Management, Marketing or relevant study at the post-graduate level and extensive relevant experience OR an equivalent combination of extensive relevant experience, expertise and/or education/training.
2. At least 4 years proven success in business-to-business sales, with a demonstrated ability to work proactively to identify potential clients, qualify leads and build an effective sales pipeline.
3. A proven track record of generating revenue and closing business opportunities to win new business.
4. A solutions-focused approach to sales and account management, matched with an ability to curate bespoke business solutions.
5. Strong technical understanding and an ability to translate technical requirements and specifications into easily understood business concepts, including the ability to write relatively complex reports and proposals.
6. Excellent organisational/time management skills with a demonstrated track record of successfully managing large complex and concurrent projects.
7. Demonstrable initiative and proactivity in achieving quantitative KPIs, in combination with a highly collaborative approach within the Business Solutions team and the wider organisation.
8. Highly developed interpersonal skills, including the ability to communicate across diverse audiences and influence key decision makers, along with the requisite gravitas to deal with executive-level stakeholders.
9. Excellent analytical skills, including the ability to be innovative when planning new initiatives.
10. Ability to travel interstate occasionally, to meet the requirements of the position.
11. Understanding of and commitment to the principles of anti-discrimination, anti-bullying and equal employment opportunity legislation, and the principles of work health and safety legislation and the application of these principles in the workplace.

### Desirable skills and experience

1. Knowledge of/or experience working in the education industry.
2. Experience working in IT or SaaS sales.
3. Background in Business-to-Business-to-Consumer (B2B2C).



## PRIVACY STATEMENT

1. In applying for this position, you have provided UAC with personal information so that your application can be assessed.
2. It is possible that we may disclose information provided in your application to a third party such as a referee, or members of a selection committee.
3. If you provide us with the personal information of others (for example a referee's details), we encourage you to inform them that you are disclosing that information to us, and that UAC does not usually disclose their information to a third party.
4. In due course after the completion of this selection process, the personal information that you have provided will be destroyed, unless you make an application for your personal information to be returned to you.
5. If you seek feedback because your application is unsuccessful, in some circumstances information may be denied. For example if access would have an unreasonable impact on the privacy of others.

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