



POSITION DESCRIPTION – General Staff

For levels 6/7 and above

Position Title: Manager, Corporate Relations Level: 10
 Faculty/Division: VPA Department/Location: Corporate Relations

Primary purpose of the position:



Undertake business development and relationship management activities with strategic corporate partners across the University's full value proposition, with focus on the leading Business/Technology Precinct, the Innovation Campus.

Position Environment:

This position works across the University's faculties and business units, together with senior executive to deliver opportunities with potential and current corporate partners for the University and the Innovation Campus. Working along side and reporting to the Director, Corporate Relations this position is a pivotal role in creating and delivering on the University's corporate strategy.

Major Accountabilities/Responsibilities:

Responsibilities		Outcome	Percentage of Time	Office Use Only
1.	Innovation Campus tenant attraction activities with a focus on domestic and international markets	Identify prospects for tenancy and convert prospects to tenants	50%	
2.	Build and maintain strategic corporate partnerships across the entirety of UOW's and Wollongong's value proposition	A range of partnerships in various stages of development and delivery	20%	
3.	Develop and maintain networks of supporters from Government, Property Agents and Industry	A strong and enthused network of supporters and third party referrers	10%	
4.	Manage the development and implementation of the Corporate Relations marketing strategy	A range of current marketing material maintained. New opportunities are identified for expanding marketing reach	10%	
5.	Develop and maintain key strategic relationships across the University community	Key University staff are kept up to date and engaged with Corporate Relations activities	10%	
6.	Develop and maintain procedures and systems to support the achievement of Corporate Relations goals	Progress towards goals can be reported on accurately and when required	Ongoing	
7.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing	

9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing	
10.	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/document	To ensure a safe working environment for self & others.	Ongoing	

Reporting Relationships:

Position Reports to:	Director, Corporate Relations
The position supervises the following positions:	Nil
Other Key Contacts:	Vice Principal, Administration

Key Relationships:

Contact/Organisation:

Vice Principal, Administration

UOW Academic community

Deputy Vice Chancellor (International)

Trade and Investment NSW (Illawarra Regional Office)

Austrade (Australia & China)

iC Project Control Group

iC Tenant Attraction Meetings

iC Management Team (Director, Innovation Campus and Director's Assistant)

Purpose & Frequency of contact

Fortnightly meetings to communicate progress on KPI's and to gain strategic advice on initiatives and prospect management

As required to ensure engagement and the ability to deliver on opportunities

Quarterly China Round Table meetings to facilitate opportunities with UOW's academic community from China

Monthly meetings to discuss business attraction activities and identify opportunities to work together

As required

Monthly meetings to discuss the progress of the Innovation Campus development. Attend with or on behalf of Director, Corporate Relations

Monthly meetings to provide a whole team overview of activities for Innovation Campus tenant attraction

Regular meetings as required

Key Challenges:

1. Ensuring all key internal relationships are at optimum health within a complex business environment
2. Achieving tenancy objectives within current commercial market conditions
3. To achieve the unit's strategic work objectives through direct communication and consultation with staff and colleagues

SELECTION CRITERIA - Knowledge & Skills:

Essential:

Business Development

- Demonstrated experience in delivering commercial business development outcomes, e.g. creating a sales pipeline and delivering on target
- Sound understanding of the sales process including experience with tools to support the sales process
- Demonstrated ability to deliver high level projects from concept to implementation

Relationship Management

- Demonstrated ability to develop and leverage high level relationships and partnerships
- Demonstrated ability to deliver presentations and the “Elevator Pitch” to C-Level executives in groups/forums and one-on-one
- Ability to navigate complex business environments to create valuable linkages from these relationships

Marketing

- Experience delivering marketing and engagement strategies
- Demonstrated ability to undertake market research and report findings
- Appreciation and experience in utilising multi modal marketing tools and techniques

Desirable:

- International business development experience (with a preference for China)
- Bi-lingual or Multi-lingual (Asian Languages – Mandarin, Cantonese)
- Experience working within diverse and complex organisational structures

SELECTION CRITERIA - Education & Experience:

Essential:

- Undergraduate degree in commerce/business/international business or sufficient professional experience deemed to be equivalent

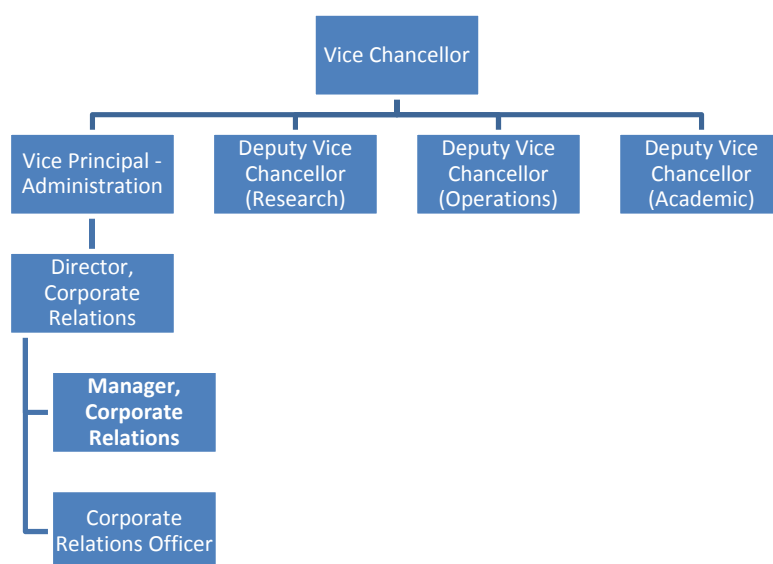
Personal Attributes:

- Strategic thinker
- Self starter
- Integrity and honesty

Special Job Requirements:

- The ability to travel domestically and internationally as required
- Ability to work outside of hours to host and attend events locally, in Sydney and interstate
- A current drivers licence and reliable motor vehicle

Organisational Chart:



Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Personnel: _____

Date: _____