

Job Description: NSW/ACT Commercial Director

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	NSW/ACT Commercial Director
Business Unit & Location	NSW/ACT Division; Sydney
Reports to	NSW Executive Director
Direct reports	NSW Events Manager

Position Purpose	Drives strong commercial performance and delivers exceptional member services within the framework of the Property Council's commercial and strategic priorities.
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Relationships	
Key Internal Relationships	ACT Executive Director NSW Deputy Executive Director NSW commercial team NSW advocacy team National Membership Director and Membership Central team Chief Operating Officer CFO & Finance team Commercial Directors based in other Divisions Commercial Management Group members
Key External Relationships	NSW & ACT Division Council, Management Committee and Committee members Property Council members Existing and potential sponsors Service providers

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Member satisfaction, retention and growth	Work collaboratively with Membership Central to: <ul style="list-style-type: none"> Design and implement membership growth and retention strategies including develop marketing collateral. Oversee the design and implementation of strategic member 	Achievement of new membership targets. Achievement of retention targets. Membership satisfaction and engagement.

	<p>marketing program that communicates our value to members.</p> <ul style="list-style-type: none"> • Advise on and contribute to the annual membership audit/renewal process. • Liaise with new and existing members to manage database changes. • Induct new members and liaise with commercial team to ensure they are recognised appropriately. 	
Sponsorship	<p>Proactively identify and pursue sponsorship prospects.</p> <p>Design sponsorship proposals and packages to support financial targets.</p> <p>Negotiate and secure appropriate sponsorship arrangements.</p> <p>Develop and grow professional relationships with sponsors.</p> <p>Ensure sponsorship contracts are fulfilled including the timely fulfilment of invoices.</p> <p>Identify and provide means to provide ongoing value to sponsors.</p> <p>Maximise experience for key sponsor contacts.</p> <p>Secure sponsorship for the newsletter as appropriate.</p>	<p>Strong demand for sponsorship products.</p> <p>Growth in sponsorship revenue for activities against budget targets.</p> <p>Timely acquisition of income.</p> <p>Sponsors' satisfaction and retention.</p> <p>Achievement of revenue targets to fund the production of the newsletter (where appropriate)</p>
Events	<p>Plan and oversee the Division's networking events program that support our advocacy agenda including:</p> <ul style="list-style-type: none"> • working with Policy colleagues and member committees to identify appropriate content and speakers; • ensuring appropriate diversity targets achieved across all events; and • responding quickly to opportunities to enhance event offering and revenue generating activities. <p>Plan and deliver marketing strategies for the Division's services that enhance our organisational brand including:</p> <ul style="list-style-type: none"> • maximising available data to undertake appropriate member segmentation within the member management system; and • overseeing event surveys, promotional collateral and web content relevant to events and sponsors. 	<p>Quality of events.</p> <p>Achievement of budget and delegate targets</p> <p>Maximum sponsorship revenue and satisfaction.</p> <p>Strong member satisfaction.</p> <p>Innovation in events</p> <p>Timeliness and effectiveness of marketing campaigns.</p> <p>Diversity is reflected in marketing collateral.</p> <p>Quality of member communication.</p>

<p>Financial and governance</p>	<p>Develop and manage an annual Division budget in conjunction with the Executive Director including:</p> <ul style="list-style-type: none"> • budget tracking and forecasting; • liaising with Finance for the timely and accurate reporting of the Division's business performance; and • creating timely and accurate reports for presentation to Division Council and Division Management Committee. 	<p>Approval of Division budget by the Executive Committee, Division Council and the Board.</p> <p>Achievement of budget targets and metrics.</p> <p>Management of debtor activity to ensure prompt payment and no bad debts.</p> <p>Level of service satisfaction of Division Management Committee and Division Council.</p>
<p>People and Culture</p>	<p>Manage, coach and develop staff to achieve their individual performance outcomes.</p> <p>Proactively champion and role-model a one company culture.</p> <p>Promote a high performance and accountability culture.</p> <p>Conduct effective performance reviews, development planning and feedback.</p> <p>Recruit, induct and develop new team members.</p> <p>Make a valuable contribution to the Commercial Management group and the Commercial Caucus.</p>	<p>Achievement of team outcomes.</p> <p>Performance of staff.</p> <p>Staff engagement levels.</p> <p>Cultural alignment.</p> <p>Low staff turnover.</p> <p>Issues are managed effectively.</p>

Requirements including essential criteria

<p>Experience and skills</p>	<p>Demonstrated ability in successful new business development, conversion and negotiation.</p> <p>Proven skills in sponsorship development and leveraging activities (including drafting sponsorship proposals, & agreements).</p> <p>Experience in preparing reports, analysing financial statements and accounts.</p> <p>Proven skills in building quality relationships and engaging/managing stakeholders effectively.</p> <p>Strategic marketing experience with knowledge of various media and CRM tools.</p> <p>Superior writing, presentation & verbal communication skills across a range of formats ,including ability to write internal and external promotional copy and collateral.</p> <p>At least 5 years' experience in people management with demonstrated ability to lead, manage, coach and develop a high performing team.</p> <p>Strong self-starter with ability to initiate work and manage performance to meet accountabilities and deadlines.</p>
<p>Knowledge</p>	<p>High level financial knowledge; budget development, tracking, forecasting and influencing commercial results.</p> <p>Knowledge of the property industry is a strong advantage and not a pre-requisite.</p>

Education	Tertiary education in a business, communications or marketing discipline
Work experience	A minimum level of 5 years' experience commensurate with the role.
Essential requirements	Attendance at some member events and stakeholder engagement outside normal work hours. Interstate travel required at times.

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