

## Job Description: National Acquisition Manager

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.
----------------------------	--

Position	National Acquisition Manager
Business Unit & Location	Membership Central – Perth, Brisbane or Melbourne
Reports to	National Membership Director
Direct reports	None

Position Purpose	The role is responsible for driving acquisitions of member companies nationally for the Property Council. This includes actively prospecting and managing lead sources through to the conversion to membership.
------------------	---

Relationships	
Key Internal Relationships	National Membership Director Membership Central team Chief Operating Officer Commercial Directors/Managers Executive Directors and Division staff National Business Units
Key External Relationships	Members Prospects Division Council Members Committee Members

## Key responsibilities and tasks

Key responsibility	Action	KPI
New member strategy	<p>Implement the new member strategy in partnership with the National Membership Director</p> <p>Understand and analyse the various sources of prospects for the Property Council of Australia.</p> <p>Understand the property sector and provide intelligence to the business around activity and opportunities.</p> <p>Provides suggestions to refine the new member strategy when opportunities or initiatives are identified.</p> <p>Periodically review the New Member Strategy to ensure alignment to market, opportunities and new revenue streams.</p>	<p>Meets the goals and targets outlined in the new member strategy.</p> <p>Presents a bi-monthly update on activity and intelligence for the property industry and how this affects our pipeline and growth opportunities.</p> <p>Presents identified commercial improvements to the strategy to the NMD and COO.</p>
Prospecting	<p>Property industry is mapped so internal stakeholders understand where our opportunities lie.</p> <p>Ensure active daily management of leads based on activity in the property industry.</p> <p>Manage a list of the top 5 prospects from each Division.</p> <p>Use our current members to facilitate introductions to prospects where there is a connection.</p> <p>Lead the new member conversation internally at the Property Council.</p> <p>Ensure the approach to prospecting is triaged with a differential approach to high and lower value members developed and implemented.</p>	<p>Create a map of the Property Sector that is kept in the CRM. Measurement of success is the expansion of membership data sets and intelligence presented in monthly reports.</p> <p>Prospects are added to pipeline in line with agreed targets daily (<i>to be defined</i>).</p> <p>Identify and maintain each Divisions top 5 leads and work with them to keep this up to date as lead status changes.</p> <p>Show evidence of using our member network to promote membership of the Property Council and convert to revenue.</p> <p>Contribute to a culture that harvests leads from our collective knowledge, and show evidence of an increase of leads generated from around the business.</p>
Communication	<p>Communication with leads is consistent with our member journey time frames (<i>development needed</i>).</p> <p>Communication with leads is tailored to their business and is in line with Property Council advocacy and commercial activity around the country.</p> <p>Opportunities to partner with organisations with a commercial alignment are sought and converted.</p>	<p>All prospects that interact with the Property Council are responded to in the correct timeframe and with the right messaging.</p> <p>Evidence of how you communicate division and advocacy priorities to leads based on their interests or location.</p> <p>Sponsorship and partnership opportunities for the business are</p>

	<p>Contribute to the marketing and other collateral to attract new members.</p> <p>Property Council is positioned as an industry leader.</p>	<p>generated and there is evidence of conversion (<i>target needed</i>).</p> <p>Evidence of contribution to embedding membership comms into Divisional activity, with a focus on ensuring consistency throughout Divisions.</p> <p>Active promotion of the Property Council activity to leads and position our organisation as an industry leader.</p>
Conversion	<p>New member targets are agreed (number, financial, Divisional)</p> <p>Strong divisional and industry knowledge is maintained and is communicated to leads.</p> <p>Use our CRM pipeline to ensure all leads can be reported on.</p> <p>All interactions with members and prospects are noted in our CRM.</p> <p>Lead efficiency is improved across the business.</p> <p>Manage deal closures through strong negotiation skills</p>	<p>Actively seek out organisational advocacy information and show evidence of how you use it to convert leads to membership across all Divisions.</p> <p>All leads are logged in CRM and status is updated as progress is made with the sales process so the multiple stakeholders you work with can access the information.</p> <p>Lead generation is improved, how fast we convert them and how much average revenue we make from new members increases.</p>
Onboarding new members	<p>A new member plan is finalised and implemented as a priority in consultation with national and Divisional teams</p> <p>The process of managing the conversion of new members with BOH team is proactively done.</p> <p>Payments are collected in a timely manner from new members.</p> <p>New members are systematically handed over to a National Membership Manager once members join to ensure there is clear division of responsibilities.</p>	<p>Application forms are delivered to the BOH team for processing within 24 hours.</p> <p>Outstanding payments are reviewed daily and any follow up takes place.</p> <p>Introductions are made to National Membership Managers when members join in line with the onboarding plan (No account management should be done post the acquisition process).</p>
Financial	<p>Deliver agreed new membership revenue in line with annual targets.</p> <p>Present monthly on pipeline and progress and forecasts across the new member portfolio.</p>	<p>Membership revenue targets are met or exceeded across Divisions.</p> <p>Accurate presentation of lead information and financial forecasts are presented to NMD and COO monthly.</p>

<p>Leadership &amp; Development</p>	<p>Representing Membership Central with internal and external stakeholders including driving collaboration, recognising success and adoption of best practice.</p> <p>Completing all administrative functions including CRM notes, expenses, leave scheduling, performance planning and mandatory training within agreed timescales.</p> <p>Actively contribute to projects within Membership Central which support ongoing development across the organisation and support member satisfaction.</p> <p>Providing insights regarding membership to National Membership Director to inform and support decision making with key stakeholders across the organisation.</p>	<p>Positive feedback from internal and external stakeholders.</p> <p>Evidence of adherence to policy managed by National Membership Director.</p> <p>Positive feedback from Internal stakeholders.</p> <p>National Membership Director's assessment of the contribution and participation levels.</p>
<p>People and Culture</p>	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p> <p>Feedback from National Membership Director and internal stakeholders about role in promoting a sales culture.</p>

#### Requirements including essential criteria

<p><b>Experience and skills</b></p>	<p>Demonstrated ability in new business development, conversion and negotiation.</p> <p>Proven skills in cross selling.</p> <p>Proven skills in building quality relationships and engaging stakeholders effectively.</p> <p>Experienced in budgeting and commercial activities.</p> <p>An excellent communicator with strong written and verbal communication skills.</p> <p>Strategic thinker that likes to problem solve.</p> <p>A self-starter with a history of project management success.</p> <p>Ability to work to tight deadlines often working across multiple key projects consecutively.</p> <p>Identifies business opportunities via formal and informal networks.</p> <p>Ability to relate to people from a wide range of positions and backgrounds and forge a professional relationship.</p>
<p><b>Education</b></p>	<p>Tertiary qualification in communication, marketing or related business experience</p>
<p><b>Essential requirements</b></p>	<p>Attendance at member events and stakeholder engagement outside normal work hours.</p> <p>Interstate travel required at times.</p>

Property Council of Australia  
Level 1, 11 Barrack Street  
SYDNEY NSW 2000  
P: [9033 1900](tel:90331900)  
[www.propertycouncil.com.au](http://www.propertycouncil.com.au)