



<b>Position Title</b>	<b>NZ Business Development Manager</b>
<b>Occupant</b>	Vacant
<b>Reports to Position Title</b>	Chief Executive Officer
<b>Direct Reports</b>	N/A
<b>Employment Status</b>	Six Month Contract (10 hrs per week)
<b>Date Reviewed</b>	June 2021

### Position Purpose

The NZ Business Development Manager is responsible for identifying and developing business opportunities that lead to the growth of the Association in New Zealand. This role will establish and implement the strategies that drive member recruitment, maximises the value of existing member relationships, secures industry partners and enhances member engagement that leads to greater member retention.

### Role Responsibilities & Specific Duties

<b>1</b>	<b>Member Acquisition &amp; Growth</b> <ul style="list-style-type: none"><li>• Use NZ focused membership collateral for presentations to prospective members that communicates the NZ membership value proposition effectively.</li><li>• Engage with prospective NZ members through a number of traditional sales initiatives (ie: cold calling, personal visits, etc) as well as introducing creative new member recruitment campaigns.</li><li>• Support pre-event, on-site, and post-event membership campaigns and offerings connected to APPA NZ trade shows.</li><li>• Attend and actively participate in networking and other NZ events conducted by APPA and/or external parties to proactively promote APPA and what we do.</li></ul>
<b>2</b>	<b>Business Development/Sponsorship &amp; Sales</b> <ul style="list-style-type: none"><li>• Work in liaison with the APPA Events Manager to sell and grow revenue through sponsorship and exhibition sales of APPA NZ trade shows.</li><li>• Leverage off the existing NZ supplier member relationships to diversify and increase revenue from digital advertising, communication platforms, website advertising, awards and events sponsorship and other NZ member engagement activities.</li></ul>
<b>3</b>	<b>Member Engagement &amp; Retention</b> <ul style="list-style-type: none"><li>• Build and nurture NZ member relationships by contacting and visiting members and be recognised as the first point of contact for new and existing NZ members.</li><li>• Inform and educate NZ members so they are fully aware of the breadth of membership inclusive products, programs and benefits including general</li></ul>

	<p>feedback from members and non-members on the state of the industry and any other relevant information.</p> <ul style="list-style-type: none"> <li>• Encourage NZ members to actively engage with APPA's range of products, programs and benefits so that engagement with APPA trade shows, award entries, volunteer committees, APPA Search, etc grow and remain strong and viable in NZ.</li> </ul>
<b>4</b>	<p><b>Commercial Partnerships</b></p> <ul style="list-style-type: none"> <li>• Research, target and negotiate new NZ commercial partners that are responsive to our member businesses operations and needs.</li> <li>• Maintain and optimise NZ partner relationships to ensure partners are creating value to the APPA membership.</li> </ul>
<b>5</b>	<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Attend NZ Committee meetings and act as the main point of contact and support from the APPA office.</li> <li>• Report membership statistics and provide other APPA event and activity updates to the NZ Committee on a monthly basis.</li> <li>• Work in liaison with APPA's Communications Manager &amp; Accounts Manager to ensure key administrative membership related tasks are completed following the recruitment of new NZ members.</li> <li>• Support the annual renewal campaign process by following up with unpaid NZ members after the renewal date and report on reasons for cancellations.</li> <li>• Support major NZ based APPA events as required and other duties from time to time as delegated by the CEO.</li> </ul>

## Knowledge & Skills, Qualifications & Experience and Personal Qualities & Characteristics

### Knowledge & Skills

- A strong knowledge of and experience of working in the promotional products industry, plus an understanding of industry issues and trends.
- An appreciation of the role of an industry Association and what it means to be "member-centric".
- Demonstrated ability to plan and act strategically in a sales or business development environment.
- Proven success in a B2B business development function; consistently delivering or exceeding sales targets and other relevant KPI's.
- Experience in developing and delivering effective presentations to business owners.
- Experience using a client relationship management system.

### Qualifications & Experience

- Business degree or similar undergraduate degree.
- A minimum of 5 years' experience in business development and account management.

### Personal Qualities & Characteristics

- Outstanding presentation, verbal and written communication skills with the ability to engage well with people.

- Exceptional networking skills, comfortable in creating and sustaining new professional relationships.
- Shows confidence and professionalism to work in an outward-facing role.
- Ability to work both independently and as part of a small team.
- A positive attitude, with a high level of self-motivation, energy and accountability.
- Customer focussed with ability to conduct negotiations and resolve conflict.
- Consistent ability to work on multiple projects concurrently and effectively meet deadlines.

## Key Relationships, Authority & Other

### Key Relationships

- APPA staff - CEO, Events Manager, Communications Manager, Business Development & Engagement Manager (vacant) and Accounts Manager
- New Zealand Committee Chair
- New Zealand Committee
- NZ Members (Suppliers, Distributors & Decorators)
- Sponsors & Commercial Partners

### Authority

Budget and financial responsibility in line with the Delegation of Authority Policy.

### Other

This role requires travel within New Zealand as required to perform the duties of the role and to support the Associations major events.

A valid driver's license and a reliable motor vehicle is required.

## Declaration

I acknowledge that I have read and understood this Position Description which forms part of my contract from the date of effect.

**Name:** \_\_\_\_\_ (signature)

**Date:** \_\_\_\_\_

This Position Description is approved by:

**Chief Executive Officer:** \_\_\_\_\_ (signature)

**Date:** \_\_\_\_\_