

Irrigation NZ Business Development Manager

Job Summary

The purpose of the Business Development Manager is to grow income from membership and commercial opportunities that add value to IrrigationNZ members or membership activities.

The Business Development Manager will -

- Implement and annually review the IrrigationNZ membership and partnerships strategies and the marketing component of the training strategy.
- Develop and implement campaigns to meet annual membership growth targets
- Secure advertising to ensure the IrrigationNZ magazine and website meet annual income targets
- Assist the Commercial Manager to market the irrigation training programmes so they achieve annual income targets
- Identify and implement strategic partnerships to meet annual income targets
- Assist the Commercial Manager to market the IrrigationNZ biennial Conference and Great Irrigation Challenge to achieve profit targets
- Identify, develop and maintain relationships with key clients

Term:	Permanent
Location:	Lincoln
Salary Range:	\$80,000 - \$100,000
Benefits:	vehicle + performance bonus

KEY RESPONSIBILITIES:	KEY INDICATORS:
<p>Membership</p> <ul style="list-style-type: none"> • Implement and annually review the membership strategy • Develop and annually review the member value proposition • Develop and implement campaigns to meet growth targets • Maintain regular relationships with key members • Work with the communications manager to identify new opportunities to grow the member value proposition • Work in partnership with the Chief Executive, Commercial Manager and Communications Manager in the provision of a wide range of membership activities, including but not limited to: website, e-newsletters, magazine, knowledge resources, training workshops and qualifications 	<ul style="list-style-type: none"> • Membership strategy implemented and reviewed annually • Segmentation analysis and segment value proposition developed and reviewed annually • Members recognise and identify with the IrrigationNZ value proposition • Membership growth consistent with annual budget targets • Key members identified and relationships developed and maintained • Annual issues and needs survey undertaken • Provide proactive input into the ongoing provision and development of membership activities
<p>Partnerships</p> <ul style="list-style-type: none"> • Implement and annually review the partnership strategy • Identify, develop and develop partnerships to meet annual income targets 	<ul style="list-style-type: none"> • Partnership strategy implemented and reviewed annually • Partnerships successfully delivered • Annual income targets met
<p>Knowledge & Training</p> <ul style="list-style-type: none"> • Assist the Commercial Manager to implement and annually review the marketing component of the training strategy • Assist the Commercial Manager to market the knowledge and training programmes so they achieve annual income targets 	<ul style="list-style-type: none"> • Marketing component of training strategy implemented and reviewed annually • Annual income targets met
<p>Magazine & Website</p> <ul style="list-style-type: none"> • Secure advertising to ensure the magazine and website meet annual income targets 	<ul style="list-style-type: none"> • Magazine successfully produced • Annual income targets met

KEY RESPONSIBILITIES:	KEY INDICATORS:
<p>Conference</p> <ul style="list-style-type: none"> Assist the Commercial Manager to market the biennial conference and Great Irrigation Challenge to achieve profit targets - to include sponsorship, exhibition and delegates numbers 	<ul style="list-style-type: none"> Events held successfully Annual profit targets met
<p>Reporting</p> <ul style="list-style-type: none"> Complete progress reports to show progress towards IrrigationNZ's goals and objectives 	<ul style="list-style-type: none"> Timely written reports provided to the Chief Executive for inclusion in Board papers Other reports or discussion documents written as required
<p>Team Player</p> <ul style="list-style-type: none"> Actively and enthusiastically engage with other team members to more effectively deliver upon IrrigationNz's goals and objectives 	<ul style="list-style-type: none"> Maintain a positive attitude in the workplace Show a strong team commitment Practice the concept of continuous improvement - through initiative, new ideas and positively acknowledging others ideas Give honest and open feedback as and when required, aiming to constructively deal with all challenges Active involvement in decision making processes as and when the opportunity is made available
<p>Health & Safety</p> <ul style="list-style-type: none"> Actively partake in INZ's Health & Safety program 	<ul style="list-style-type: none"> Report any risks, accidents or near misses to the Chief Executive or INZ's Health and Safety officer