

## **Business Development Consultant**

### **Reporting Lines:**

Reports to: Senior Manager – International Business Development

Direct Reports: No direct reports

The Business Development Consultant is responsible for securing new business opportunities for AusRegistry International as well as building relationships with potential clients and managing relationships with existing clients.

The Business Development Consultant must effectively build and maintain productive working relationships and networks to achieve outcomes and demonstrate a strong ability to identify, understand and meet client needs in line with the Company's requirements. It is imperative to have a detailed working knowledge of the Company's service offerings.

The Business Development Consultant is expected to contribute to marketing initiatives and be prepared to design and deliver presentations to management and clients.

From time to time national and international travel is required.

### **Key Performance Indicators - KPIs**

The following are general indicators for the Business Development Consultant. From time to time these KPIs may vary and additional indicators may be added – more specific KPIs will be reviewed annually and form part of the Business Plan.

### **Business Development**

It is expected that the Business Development Consultant will contribute to the Business Development as identified by the business development plan. Activities that contribute to this goal are:

- Monitoring industry and government changes and developments relating to potential business opportunities.
- Continuously building relationships with potential clients, government bodies and existing clients by attending conferences, meetings and through regular communication
- Assisting with the administrative deployment of future Registry projects
- Compiling presentations and presenting to clients
- Attending conferences and fora and using them to grow a network of contacts
- Being involved in the implementation and follow up on all projects relating to clients
- Maintaining strong relationships with clients, endeavouring to meet their needs and expectations

## **Tenders, Quotations and Documentation**

The Business Development Consultant will also be required to contribute in the development of tenders, quotations and documentation by:

- Communicating with the client to negotiate goals and outcomes
- Assisting and contributing to the formulation of tenders, quotations and documentation
- Compiling of proposals for future business opportunities

## **Marketing**

The Business Development Consultant will also participate in marketing initiatives for the Company by:

- Developing documentation for advertising, promotion and public relations
- Assisting with building brand awareness for the Company
- Being responsible for organising and attending marketing campaigns with potential and existing clients
- Assist with the development of online materials to further increase traffic to the associated websites.

## **Implementation**

The Business Development Consultant will be expected to assist to monitor project deliverables as promised to customers by:

- Monitoring risk, coordinating tasks, time and resources in order to deliver the final product to specification, within scheduled timeframes
- Ensuring that all contractual deadlines are met as per agreements
- Progress reporting to client and management on project
- Liaising with other internal teams and external vendors to ensure delivery of project

## **Reporting**

The Business Development Consultant is expected to report verbally and in writing on progress of all area's of responsibility on regular intervals to assist the Senior Manager- International Business Development in his reporting requirements.

## **Key Skills, Experience and Knowledge**

- Strong communication skills
- Strong written skills
- Strong customer service attitude
- Sales drive
- Results focused
- Understanding of the Domain Name Industry
- Understanding of the AusRegistry Business