

Position Description

Title:	Head of Employers & Business Development
Business Unit:	Member Experience
Classification:	Package
Location:	70 Eagle St, Brisbane
Effective Date:	October 2018

Our Culture and Values

The culture across the QSuper Group (the Group) is one where “members are at the heart of everything we do” and our employees bring this culture to life by behaving in line with our unique values which are:

- United
- Spirited
- Courageous
- Accomplished

These values drive our performance, enhance our reputation, build on our heritage, and position us for the future.

The Role

This role has a key accountability for leading the employer relationship, the employer acquisition team and for driving member engagement and acquisition through the workplace channel. It also includes accountability for a broader set of stakeholders including Unions, Employer Organisations and Financial Advisors. This team drives the satisfaction of key employer contacts, influences their advocacy for QSuper as a preeminent superannuation fund, achieves the member outcomes from the workplace (and other stakeholder) channel(s).

They are a key contributor to the acquisition and retention of members and employers through all channels.

They will continue to develop and enhance the management practice (includes CRM) of all employer and stakeholder channels towards advocacy and member growth.

A key expectation is the penetration of non-default employers and the growth of choice members.

The role reports to the Chief of Member Experience.

Key Accountabilities

Business Development

- Achieve employer, member, engagement and revenue growth objectives for all stakeholders and channels;
- Sell and solve employer problems through the introduction of employer technologies to their businesses in accordance with the BU strategy;
- Is a key decision maker and participant in tenders and default ‘pitches’ for new and existing business;

- Lead the employer and other stakeholder team(s) to execute the approved relationship and service model.
- Design and develop QSuper's key account management and service plan ensuring appropriate links to QSuper's proposition, marketing plan and corporate objectives, taking accountability for performance and ensuring targets are achieved;
- Provide expert advice and market intelligence on other funds and providers to better understand competitive environment and be able to proactively respond to changes and opportunities;
- Utilise knowledge of industry and competitors to help define QSuper's service value proposition;
- Utilise expert knowledge of competitors' sales, product and service strategies, campaigns and events to optimise market share to define the design and delivery of marketing campaigns, sales initiatives and service value proposition;
- Execute strategies that build the member growth and penetration within existing portfolio;
- Carry out analysis of to identify opportunities to grow and retain the existing portfolios;
- Manage the implementation of key projects to meet key business initiatives;
- Prepare and report on analysis of new business and retention achievements, opportunities, threats and targets;
- Contribute to the development of business and strategic planning of the Member Experience Division.

Relationship Management

External:

- Build and manage relationships with external employer and stakeholder networks, including building on existing relationships and developing others to deliver the Group's objectives;
- Generate new business by acquiring default employers, growing and retaining membership from existing employers and implementing member win-back strategies from choice employers;
- Generate new growth by acquiring and retaining members through targeted stakeholder networks;
- Ensure key stakeholders are aware of organisation's propositions, products and initiatives.

Internal:

- Work closely with Customer & Marketing, Strategic Partnerships & Growth, Product and the Member Services & Advice division to support proposition design and execution;
- Lead the Employer & Business Development team to achieve new business and retention targets and liaise with marketing and other internal stakeholders, industry associations, government bodies and others, to ensure new business opportunities or threats are identified and followed through on;
- Work closely with the Customer & Marketing team and other internal stakeholders to gain a solid local understanding of where QSuper's brand stands in comparison with competitors.,

Core Competencies

Within the Group, we have identified the competencies that are required to be successful. These competencies help define how we do our role and recognise the behaviours that we need to display on a daily basis. The required competencies for this role are:

Core	Senior Leadership
Cultivates Innovation	Plans and Aligns
Customer Focus	Decision Quality
Instils Trust	Organisational Savvy
Drives Results	Business Insight
Values Differences	Builds Effective Teams
Courage	Drives Vision and Purpose
	Manages Ambiguity
	Strategic Mindset

Additional Skills and Knowledge

The ideal person will possess:

- Relevant tertiary qualifications (i.e. commerce, marketing or related field);
- Proven experience in a business development role within the Financial Services Sector, ideally dealing with superannuation products and member services;
- Strong written and verbal communication skills;
- Strong ability to present, network, negotiate and develop strong professional relationships with internal and external stakeholders;
- The ability to recognise, conceptualise and execute ideas ahead of market trends;
- Strong leadership qualities and an ability to motivate staff in the achievement of objectives;
- Understanding of budgeting and forecasting of key business drivers;
- Proven sales management ability including outstanding negotiation skills, persuasive ability and excellent communication skills;
- Management, leadership and mentoring capabilities;
- Analytical interpretation and advanced problem-solving abilities.

Additional information

Employment Engagement

This is a permanent position with One QSuper Pty Ltd (OneQ). The incumbent will be employed under an employment contract which specifies employment terms and conditions including salary.

Work Health and Safety

The role holder of this position must comply with work health and safety requirements and policies.

As part of your role, you will also ensure other team members also comply with the QSuper Group's workplace health and safety requirements and policies.

Risk and Compliance

This role has risk and compliance responsibilities. You will assist in the identification, analysis and escalation of risks and facilitate an understanding of risk management processes within your team. Implement approved risk treatments within your team as required.

As part of the normal performance review cycle, you will also encourage and reward open and transparent reporting of errors and behaviours which contribute positively to the desired risk and compliance culture.

ASIC compliance

There are certain positions within QSuper Group that can provide general or personal (or both) financial product advice to members (clients) under the QInvest Limited AFSL licence.

Only employees who are issued with a QInvest Representative Certificate which clearly displays both the level and scope of advice are authorised to provide financial product advice to members and clients.

No Representative Certificate – No Advice Authorisation.

There are certain positions within QSuper Group that provide credit assistance under the QInvest Limited Australian Credit licence. Unless otherwise specifically indicated in the position description, employees are not permitted to provide credit assistance.

Employment screening

Appointment to this position is conditional upon satisfactory employment screening results that include a national police check.