

WORK IN THE CENTRE OF THE ACTION



BUSINESS DEVELOPMENT MANAGER

POSITION PROFILE

Business Group:	Commercial	Reporting to:	General Manager - Commercial
Location:	Wellington	Date:	August 2019

CentrePort is a key strategic asset for the central New Zealand economy. We're investing in our people, technology, assets, and systems to ensure we are a 21st century Port that delivers for customers and continues to drive economic growth. CentrePort isn't just Wellington – we're excited by the expanding regional hub network that extends out to Taranaki, Whanganui, the Wairarapa, and Manawatu.

Our Company Vision

To be the **PORT OF CHOICE** for Central New Zealand.

Our Values and Guiding Behaviours



Be safe

- We always take personal responsibility.
- We live safety 24/7 looking after ourselves, our mates, port users, and our whanau and family.



One team

We work together to achieve our shared goals.
We celebrate success, have fun and play our part to create a great place to work.
We're always straight up; operating with trust, integrity and respect.



Aim higher

- We're bold, ambitious and extremely competitive.
- We think ahead and always look for ways to get better at everything we do.
- We pride ourselves on continually creating more value for our customers, shareholders and community.



Make it happen

- We always deliver on our promises.
- We have a 'can do' attitude and always find ways to overcome challenges and get things done.

Business Unit Purpose:

The key role of the Commercial Group is to develop and execute the Go to Market Participation Strategies for CentrePort's Import/Export sectors. This includes accountability for:

- Strategic business development/growth, joint ventures and partnerships
- Customer Acquisition, Account Management, Retention and Profitability
- Market intelligence gathering
- Performance management reporting
- Group Marketing and Public Relations

The Commercial Group contributes equally with other CPL groups to the development and achievement of CPL strategies.

Role Purpose and Scope:

The purpose of the Business Development Manager role is to grow and develop CentrePort's business through:

- Identifying and targeting new business prospects and opportunities.
- Actively promoting CentrePort's services to existing and prospective customers.
- Building and strengthening commercial business relationships with CentrePort's customers to grow customer loyalty and satisfaction, aimed at establishing CentrePort as their preferred supplier.
- Building competitor knowledge and establishing relationships with competitors, to achieve and maintain competitive advantage.
- Building and nurturing relationships with key stakeholders for the purpose of gathering market intelligence and influencing buying decisions.
- Pro-actively investigating, analysing and reporting on trends, opportunities and risks which could impact CentrePort's strategic direction.
- Supporting the General Manager Commercial in the development and delivery of CentrePort's commercial strategy. This includes:
 - Strategic business development/growth, joint ventures and partnerships
 - Customer Acquisition, Account Management, Retention and Profitability
 - Market intelligence gathering
 - Performance management reporting
 - Marketing and Public Relations

Key Result Area	Accountabilities
Customer Management and Business Development	<ul style="list-style-type: none">• Identify and win opportunities for increased account penetration and growth, including add-on business and new opportunities with customers and other logistics providers.• Anticipate customer and competitor initiatives and contribute towards programmes aimed at exploiting related opportunities and risks.• Develop quantifiable value propositions for service offerings.• Plan and realise business growth (add-on and new business).• Proactively secure a customer base by developing long-term business relationships and providing complete solutions to customer needs to maintain customer loyalty.• Qualify leads and convert business prospects to revenue.

	<ul style="list-style-type: none"> • Develop and maintain information about the inter-modal networks which link CentrePort shipping and cargo interests.
Commercial Focus	<ul style="list-style-type: none"> • Work with the General Manager Commercial to: <ul style="list-style-type: none"> – Develop a value enhancing commercial strategy in line with the company's strategic direction and long-term business objectives and growth. – Execute the annual business plan and budget. • Grow knowledge of CentrePort's industry, business operations and services. • Research, analyse, and interpret data and studies from a variety of sources (i.e. competitor and customer analysis, market and industry trends, and the impact of regulatory and environment changes) to assist in the formulation of commercial policies and marketing work plans. • Use business acumen to consider organisational constraints and resources. • Provide customer feedback and market intelligence obtained from business activities to relevant managers. • Provide market analysis and reporting information for the Monthly Board Reports, including ad hoc reports as requested by the General Manager Commercial. • Collate information on CentrePort's margins, trends, contribution targets etc.
Relationship Management	<ul style="list-style-type: none"> • Visit current and potential customers, recommending services and building positive business relationships. • Develop a thorough understanding of each customer's industry to ensure that service offerings are defined, developed, and packaged to meet their needs. • Provide high quality customer service and ongoing support to customers. • Build customer appreciation through the active promotion of CentrePort's expertise and delivery capabilities. Introduce new services to customers as they become available. • Undertake regular assessment of customer satisfaction and perceived value. • Build and nurture relationships with key stakeholders (e.g. freight carriers, regional business forums, industry associations of relevant cluster groups, customers, and suppliers) for the purpose of gathering market intelligence and influencing buying decisions. • Assist the General Manager Commercial in identifying, monitoring and mitigating business risk including client retention. • Work with the General Manager Commercial to prepare Customer Presentations and/or Pitches and other pre-sales support as required.
Leadership	<p>Inspire</p> <ul style="list-style-type: none"> • Truly believes in making CentrePort a great place to work. • Brings an energy, every day, to everything they do, that inspires others to have a 'can do' attitude.

	<ul style="list-style-type: none"> Aligns and engages people around the vision, strategy, goals and their role in delivery. <p>Engage</p> <ul style="list-style-type: none"> Spends time with people and in the business listening, influencing and providing feedback, coaching and recognition. Works together to build trust and productive working relationships. <p>Take Ownership</p> <ul style="list-style-type: none"> Wants to lead and steps up to own leadership. Builds pride in everything we do. Takes ownership of issues, accountability for actions and responsibility for outcomes produced. <p>Empower</p> <ul style="list-style-type: none"> Ensures that good decisions are made and enables others to deliver by giving them the authority, tools and when required the guidance to do their jobs well. <p>Adapt</p> <ul style="list-style-type: none"> Embraces change and are open to learning from others. Looks for new experiences, ideas and challenges so that we can aim higher and be successful and win.
Financial Management	<ul style="list-style-type: none"> Assist the General Manager Commercial with: <ul style="list-style-type: none"> Preparing annual budgets and capital expenditure forecasts for area/s of authority. Analysing and reporting on actual performance against budget. Demonstrate sound business judgement in managing margins, revenues, productivity, budgets and expenses.
Health and Safety/Loss Control	<ul style="list-style-type: none"> Manage compliance with the Health and Safety at Work Act 2015 and the Company's documented loss control, and health and safety policies, regulations, and procedures to ensure that: <ul style="list-style-type: none"> Employees and contractors comply with the above legislation, policies, regulations and procedures. Health and safety issues relative to the work area are identified and managed in accordance with the above legislation, policies, regulations and procedures. Provide opportunities for employees to actively participate in all health and safety initiatives and matters. Support the safe and early return to work of injured employees.
Other	<ul style="list-style-type: none"> Represent CentrePort in external forums as appropriate. Carry out other duties within capability as directed.
Direct Reports	Direct Reports: Nil
Delegated Authority	Authorisation of expenditure and payments up to the maximum delegated to the position. Refer to the current approved Delegated Approval Limits list.

Performance Criteria

A Performance and Development Plan will be developed that reflects the contribution the role holder is expected to make towards achieving the team's objectives and measures. The Plan will contain objectives that are consistent with the Key Result Areas for this Business Unit.

Personal Specification

Key Experience, Qualifications, Skills Required

The incumbent will have the skills, qualifications and experience necessary for this position, including:

- A tertiary qualification in Business, Sales or Marketing, or other relevant field would be preferable.
 - Experience and a proven track record in customer management, sales and business development including skills in developing long term business partnerships.
 - Strong commercial acumen and customer service focus.
 - Demonstrated market and business research experience and data analysis skills, including the ability to interpret and analyse company documentation (i.e. annual reports, balance sheets etc).
 - Sales driven and self-motivated with strong results orientation; ability to operate in a constantly changing environment.
 - Personal drive, sense of urgency and energy to be able to work interdependently with minimal supervision, while also being an active team player.
 - Advanced communication skills (written and oral) supporting the ability to persuade, influence, sell and negotiate.
 - Previous experience and a good working knowledge of the transport and logistics industry, or similar industry experience, are desirable, but not essential.
 - Skills and abilities in using computer based analysis and reporting software (e.g. MS Excel, Word, Access, etc).
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