



Job Role Title:	<u>Principal - Business Development & Communications</u>
Reports to:	<i>Managing Director</i>
Supervising:	Administration Team
Employment Type:	Full Time
Hours Per Pay Period:	75 hour per fortnight (37.5 hour per week)
Department:	Executive
Last Review Date:	Created 23.11.2020 (BDM)

Goal: *The Business Development & Communications Lead has principal responsibility for the management of business development and growth opportunities and initiatives; client relationship management and development; visual representation and brand recognition of Taylor Burrell Barnett (TBB) across all communication mediums; promotion and coordination of TBB as industry thought and conversation leaders. Referencing TBB's multi-platform marketing and communications strategy, you will be responsible for planning and coordinating all communications across major reports, tender submissions, brochures, presentations and digital media channels in order to amplify the TBB brand.*

1. BUSINESS DEVELOPMENT

The Business Development & Communications Lead projects a positive image/face of TBB, ensures TBB is recognised as leading industry conversations and promotes the growth of TBB through:

- Identification and facilitation of new client, business and market opportunities consistent with TBB's vision;
- Development of strategic partnerships and alliances within industry/ies;
- Client and business stakeholder relationship management and development;
- Carrying out regular research analysis that supports thought leadership, business growth and key project initiatives;
- Facilitate the development of business growth strategies and plans in conjunction with the Executive Team and external Business consultant(s);
- Having an in-depth knowledge of TBB business services/products and value proposition.
- Providing suitable advice on TBB products and/or services;
- Research prospective clients, co-ordinate Partner/staff liaison with potential clients, and assist with responses by Partners/staff to incoming leads;
- Identifying and mapping business strengths and client needs;
- Researching business opportunities and viable income streams;
- Following industry trends locally and internationally;
- Reporting on successes and areas needing improvements;
- Attending networking events and hosting stands at exhibitions and conferences.

2. VISUAL BRAND REPRESENTATION & COMMUNICATION

The Business Development & Communications Lead amplifies TBB's brand look and voice through:

- Embracing TBB's business strategy and big picture vision for the future;
- Embracing TBB's brand strategy, and management of the brand identity and style guide so that it enhances the business's brand position and identity;
- Adopting TBB's multi-platform communications strategy which can then be referenced, and the implementation measured and monitored;
- Liaising with external providers where necessary on business, brand and marketing strategy to ensure TBB's brand position is optimised;
- Coordinating print collateral and digital media communications from concept to production, both internally and using external suppliers;
- Coordinating assistance to business units with format and design of major reports and other documents;
- Coordinating assistance to business units with preparation of PowerPoint and speaker presentations as required;
- Coordinating creative branding and graphic concepts in all areas of print and digital communications;
- Managing and retrieving imagery including photographic stills and videos and building a content library;
- Identifying photographic needs and opportunities that enhance brand reputation, and briefing photographers;
- Identifying and managing the production of marketing and communication materials being prepared by external consultants, including obtaining quotes, reviewing invoices, reviewing outputs and reporting on performance;
- Following file management protocols;
- Taking initiative in adding value to the above.

3. MARKETING STRATEGY

The Business Development & Communications Lead communicates the TBB brand story and thought leadership through:

- Managing, coordination, overseeing, monitoring and maintaining TBB's digital footprint delivery, including website, blog, bios, case studies, project sheets and relevant social media channels (e.g. Linked In, YouTube, Vimeo etc.)
- Ensuring the content across the digital footprint is up to date and relevant, and enhances business's brand position, identity, and tells the brand story;
 - Establishing social media protocols, strategies and plans for relevant social media channels;
 - Planning and coordinating the uploading and social media posting through relevant channels;

- Content on USB, file sharing software, YouTube, Vimeo, and other channels as required;
 - Case studies on the website that celebrate the completion of recent work while enhancing TBB's reputation as industry leaders;
 - Blog posts that seek to enhance TBB's brand story and demonstrate the ability to lead conversation in industry (using input from all four Business Units);
 - Promotion of upcoming events and activities
- Monitoring and reporting on analytics provided by external consultants that allow measurement of communication initiatives across digital channels and providing recommendations for effective communications;
 - Liaising with the external providers responsible for website hosting, SEO and paid advertising (e.g. Google Adwords, remarketing etc) to ensure TBB's position is optimised and technology in use is up to date;
 - Coordinating the production of a quarterly e-newsletter in addition to time critical special edition pieces using content coordinated from all Business Units.

4. MAJOR REPORT & TENDER COORDINATION

The Business Development & Communications Lead coordinates telling the TBB brand story through:

- Working with colleagues at all levels in the Business Units in the coordination, production and submission of tenders, expressions of interest, proposals, pre-qualifications, reports and presentations in accordance with due dates;
- Ensuring templates are kept up to date to aid efficient document production;
- Identifying tenders through the review of invitations from appropriate websites;
- Coordinating creative input, managing repetitive edits and visually proofing major documents (tenders, expressions of interest, proposals, pre-qualifications, reports and presentations produced by TBB) to ensure they adhere to brand identity and style guide and enhance the TBB brand story;
- Managing your contribution and the admin team's contributions to ongoing projects in accordance with pre-defined deadlines.

5. EVENTS AND ENGAGEMENT MANAGEMENT

The Business Development & Communications Lead promotes the TBB brand and engagement methodology through:

- Coordination of TBB events and other hosted or sponsored events, including invitations and marketing material to promote TBB as a leader of the conversation in industry;
- Contribute towards the promotion of a TBB branded engagement methodology;
- Assist with stakeholder and community engagement material and coordination.

6. MODEL THE WAY

The Business Development & Communications Lead models the TBB way through:

- Proactive adoption of the TBB values in each and every interaction with staff, clients and stakeholders;
- Ensuring their business and communication is always conducted to listen, create and share and their behavior is respectful of others, reflects honesty as well as sincerity;
- Seeking clarification and regular feedback to continuously improve their role in the team here at TBB;
- The adaption and acceptance of regular feedback;
- The proactive commitment to successful implementation of the TBB Marketing and Communication Plan;
- To proactively adopt an attitude of continuous improvement; always looking for ways they can contribute to ensuring TBB can create exceptional places.

Required Approach:

- Positive attitude, can-do mind set, self-aware;
- Confident, motivating and effective team leader who inspires the trust and respect of the team and stimulates production within the workplace;
- Fast mover, self-motivated with strong organisational and time management skills, and the ability to work under pressure at times by prioritising competing demands and tasks in order to meet deadlines;
- Innate drive to succeed and take initiative;
- Open to learning more through this job role.

Required Attributes:

- Ability to work adaptively and collaboratively as a team member delivering quick and effective communication material through excellent interpersonal skills, verbal and written;
- Sensible and sensitive approach to collaborative project work where you will be an integral member of the team along with colleagues and external providers from a variety of situations and technical levels;
- Proactive and initiative driven (for example, the ability to suggest process improvements and new software tools to enable ideal work practices);
- Good communicator internally within the workplace and externally to clients and stakeholders;
- The ability to resolve issues and conflict.

Required Skills:

- An appropriate qualification either at vocational or tertiary level and/or considerable work experience in the business development, communication, and/or marketing areas;
- Experience in leading teams to successfully deliver outputs;
- Experience in a similar business development role within a small to mid-size organisation;

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- Demonstrated competencies in the practical use of in MS Office suite, including PowerPoint, Word, Excel and Outlook;
- Strong visual, verbal, and written communication skills;
- Demonstrated competencies in use of Adobe Creative Cloud suite will be advantageous;
- Demonstrable copywriting skills will be advantageous;
- Experience in a mid-size or larger business in a job role with multiple points of contact and a requirement to meet project deadlines;
- Experience in managing, monitoring and maintaining a business’s digital footprint, including website, blog and relevant social media channels;
- Experience in planning and coordinating uploading and posting on social media channels;
- Experience in using a CRM software tool will be advantageous;
- Experience in property and development industry will be advantageous.

Key Relationships (Internal & External)

The employee in this job role will primarily interact with the following contacts:

Internal	Purpose
<ul style="list-style-type: none"> • Managing Director (Lex Barnett) – Line Manager 	<p>Manage and provide direction and support in relation to priorities from Executive Team and Business Units.</p> <p>Supervise and liaise in regard to MD and Admin Team.</p>
<ul style="list-style-type: none"> • EA and Business Support (Vacant); Document Production junior (Vacant) and Reception/Admin Support (Jodie Bell) 	<p>Provide supervision to Admin Team to ensure deliverables to execute the TBB Business Development, Marketing and Communications Plan.</p>
<ul style="list-style-type: none"> • Executive Team, including Directors and Senior Associates (Lex Barnett, Ben De Marchi, Samantha Thompson, Rachel Chapman, Karen Hyde, Mark Bancroft, Jarrod Ross) 	<p>Liaise in regards to document production, branding and marketing and communication requirements for the Business Units (Design, Implementation and Strategy Business Units).</p>
<ul style="list-style-type: none"> • Graphic Designer (Danielle Adams) 	<p>Liaise with in regard to graphical inputs into communication material.</p>
<ul style="list-style-type: none"> • Other staff 	<p>Liaise in regards to project specific document production, marketing and communication requirements which effectively and consistently communicate the TBB brand story.</p>

External	Purpose
<ul style="list-style-type: none"> • External consultants/sub-consultants and service providers delivering marketing and communication products and services (i.e. Turner Design) 	<p>Liaise in regards to actions to assist in the execution of TBB’s Business Development and Marketing and Communications Plan, including monitoring and reporting on performance of sub- consultants and service providers, reviewing quotes and invoices and making recommendations to appoint.</p>