

# Australian WaterSecure Innovations Ltd:

## Position Description: Senior Marketing and Business Development Manager

<b>Position</b>	<b>Senior Marketing and Business Development Manager</b>
<b>Date Created / Modified</b>	<b>March 2017</b>
<b>Reports to</b>	Australian WaterSecure Innovations CEO, Greg Oliver
<b>Liaise with</b>	CEO, Board, staff, partners, clients and prospective clients in the Australian and international water industry.
<b>Key Accountabilities</b>	<p>The Senior Marketing and Business Development Manager will work across all WaterSecure's programs <a href="http://www.watersecure.com.au">www.watersecure.com.au</a> - specifically 'Water360' <a href="http://www.water360.com.au">www.water360.com.au</a> and WaterVal <a href="http://www.waterval.com.au">www.waterval.com.au</a>.</p> <p>This position works very closely with the CEO and the Board to achieve the following:</p> <ul style="list-style-type: none"> <li>• Successful, cost efficient and effective business development and marketing strategies and specific opportunities to further develop WaterSecure's brands, and attract investment in its programs, nationally and internationally; and</li> <li>• Creative strategies for effective business sustainability, by creating demand for, and support the process of, sales of products and services, partnerships, social impact investments and product licensing agreements.</li> </ul>
<b>Primary Duties</b>	<ul style="list-style-type: none"> <li>• Produce an overall Business and Marketing Plan for WaterSecure, including Water360 and WaterVal, addressing key outcomes, strategies, key audiences, investment (income) opportunities, budget development, stakeholder engagement and other relevant information to achieve desired key outcomes.</li> <li>• Design and deliver initiatives for marketing and business development in Australia and internationally.</li> <li>• Design and implement innovative program reporting to the Board, partners and other key stakeholders.</li> <li>• Continually undertake evaluation and assessment of marketing and business development programs to achieved planned outcomes, and implement adaptive management and continuous improvement strategies.</li> <li>• Manage the review, updating and development of all WaterSecure's web platforms and other marketing and business development collateral.</li> <li>• Develop and implement strategies and actions to ensure investors, partners, stakeholders and clients are kept up to date with WaterSecure's programs.</li> <li>• Identify opportunities for WaterSecure to promote its branding and core values.</li> <li>• Regularly monitor and review all WaterSecure's marketing and business development collateral to ensure relevancy, consistency and accuracy of all content and branding.</li> </ul>
<b>Other duties</b>	<ul style="list-style-type: none"> <li>• Assist in the development and implementation of strategic planning and / or operational work that will help achieve the projected outcomes.</li> <li>• Organise and assist in procuring contract services, as required.</li> <li>• Travel to other locations as part of supporting the promotion and delivery of programs.</li> </ul>

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<p>Essential Skills / Qualities</p>	<ul style="list-style-type: none"> <li>• At least 3-5yrs experience in strategic marketing and business development.</li> <li>• Demonstrated experience in successfully developing and implementing business development strategies and programs, including brand development.</li> <li>• Demonstrated experience in developing and implementing efficient and effective positioning and marketing strategies, including digital marketing (including an ability to understand and work effectively with a wide range of digital platforms).</li> <li>• Highly developed interpersonal, negotiation, presentation and communication skills, including the ability to establish positive working relationships with program partners, clients, and a range of academic, government and industry stakeholders.</li> <li>• Excellent organisational and time management skills with a demonstrated ability to manage competing priorities, monitor and coordinate administrative processes and information flows to meet tight deadlines and deliver quality service standards.</li> </ul>
<p>Desirable Skills / Qualities</p>	<ul style="list-style-type: none"> <li>• A strong understanding of and experience with the importance of good design in marketing processes.</li> <li>• An understanding of natural resource management processes, specifically water management (water cycle).</li> <li>• Experience in event management, including facilitating events surrounding relevant stakeholders in water management and education</li> </ul>