

## Position description

<b>Position title</b>	Business Development Manager
<b>Position number</b>	201228
<b>Classification</b>	F
<b>Group</b>	Telecommunications
<b>Reports to</b>	Manager Sales - Government
<b>Location</b>	1010 La Trobe Street Docklands Victoria
<b>Date</b>	August 2025
<b>Tenure</b>	Fixed term full-time (2 years)

## Our organisation

VicTrack is custodial owner of Victoria's rail transport land, assets and infrastructure. We work to protect and grow the value of the portfolio, to support a thriving transport system and make travel and living better for all Victorians. With much of our asset portfolio dedicated to rail transport – our land, infrastructure, trams, trains and telecommunication networks – our focus is on strategic asset management and supporting the delivery of better transport solutions.

Whether we're planning and managing the use of transport land, upgrading the telecommunication network or partnering on major infrastructure projects, our job is to ensure the state's assets continue to serve Victoria now and well into the future.

Our core functions include:

- delivering telecommunications infrastructure and services that form the backbone of the transport network from signalling, driver communications, public information displays and myki ticketing
- delivering telecommunications infrastructure and services to government agencies, utilities & councils
- managing land set aside for transport purposes, including the development and sale of land no longer required for transport to optimise its use
- generating income through land sales and commercial leases that is reinvested into the state's transport system
- providing project management, engineering and construction services to deliver a range of government transport projects from Victoria's Big Build to station and car park upgrades

VicTrack is the custodial owner of most of Victoria's tourist and heritage assets and performs the role of Tourist and Heritage Registrar.

## Our business groups

Our business is made up of two specialist delivery groups – Property and Telecommunications – supported by Corporate Services, Strategy & Transformation and the Office of the Chief Executive.

### Our vision

As a part of the transport portfolio, we share a common vision as defined in the *Transport Integration Act 2010*:

“To meet the aspirations of Victorians for an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state”.

In realising this vision, we are working towards a transport system that promotes:

- social and economic inclusion
- economic prosperity
- environmental sustainability
- integration of transport and land use
- efficiency, coordination and reliability
- safety, health and wellbeing.

### Our mission

To protect and grow our rail transport assets and drive reinvestment to service Victorians now and into the future.

### Our values

- Professional – We make decisions with integrity and respect. By behaving professionally and ethically we win the trust of our colleagues, stakeholders and customers.
- Collaborate – We collaborate to get things done efficiently and effectively. We have greater opportunity through leveraging our collective knowledge, building stronger bonds and respecting each other.
- Achieve – We perform our roles with integrity and skill. We hold ourselves accountable for delivering what is needed and own both our successes and mistakes.
- Innovate – We embrace all new ideas that bring about change that adds value. We become more efficient, effective and competitive.

## Dimensions

### Reporting relationships

The Business Development Manager will report directly to the Manager Sales - Government in the Commercial team.

### Budget

\$1 million revenue budget

### Other

N/A

## Purpose of the position

The Business Development Manager is responsible for driving sustainable financial growth through sourcing and qualifying new business leads, boosting sales and forging strong relationships with new customers.

This business-critical position will be at the forefront of the Telecommunications growth strategy, responsible for shaping and promoting VicTrack's products and services to senior decision makers within the Victorian Government, local government and private sector businesses.

## Key accountabilities/functions

- Develop and implement a strategic growth sales plan to achieve business goals such as customer acquisition, customer satisfaction and revenue growth.
- Lead negotiation processes, prepare and present proposals and close out deals with potential customers to achieve sales targets and revenue goals.
- Own the management of relationships of decision-makers including IT and senior management within specified Victorian Government, local government and private sector customers.
- Develop business cases (cost analysis and commercial returns) for opportunities to gain internal support to proceed.
- Participate in the creation of business proposals and other relevant documents for customers in preparation of sales presentations and contract negotiations.
- Identify and prospect potential customers through various channels, including email, phone, social media, networking events, and lead generation technologies.
- Work with internal specialists (marketing, customer success, compliance and Telecommunications products) to drive the business forward.
- Generate in excess of A\$1million per year in new revenue streams.
- Ensure customer invoices and backup materials are compliant with customer expectations as well as ensuring the traceability and accuracy of charges presented in customer invoices.
- Respond to tenders, expressions of interest, requests for quotations etc. and enquiries by being the "focal-point" for providing on-time and superior quality responses.
- Report on successes and areas needing improvement.

## Customer focus

VicTrack staff practise customer focus by recognising the importance of valuing customers (internal and external) and ensuring that all activities are oriented towards meeting customer needs. We listen to customers about their expectations and focus on delivering solutions that address their needs. Customer focus also includes proactively seeking and acting on feedback to enhance the customer experience.

## Safety and environmental responsibilities

Ensure safety and environmental instructions are adhered to and report any inappropriate practices and incidents. Comply with the *Occupational Health and Safety Act*, as it applies to self, tenants and customers, and environmental legislation in regard to preserving the environment.

## Rail safety

All staff who may be required to come into contact with rail activity, including design work and the management of other staff, must:

- be responsible for their actions where those actions can in any way affect or compromise railway safety
- be aware of the railway safety requirements associated with their duties and responsibilities
- take whatever action is possible to prevent unsafe conditions and/or incidents
- report any railway safety problems/hazards to the Manager Safety
- safely access the rail corridor.

## Individual attributes

### Qualifications

- Bachelor of Business, Engineering, Economics, Finance or Marketing highly desirable.
- MBA or equivalent is highly regarded.

### Knowledge and experience

- Previous significant experience as a successful Business Development Manager is essential.
- Extensive stakeholder/customer management experience, identifying customer needs and responding within challenging targets is essential.
- Proven, extensive experience in ICT/telecommunication environments is essential.
- A strong understanding of telecommunications technologies and their application to customer requirements is essential.
- Experience in selling services into government is highly regarded.
- Experience in conflict resolution is highly regarded.

### Skills

- Excellent organisational, and task management skills
- Experience working to and exceeding targets
- Ability to organise and set priorities in order to deal with a diverse workload and manage a large number of tasks concurrently
- Excellent stakeholder management skills
- Ability to work with minimal supervision and to work effectively in teams
- High level interpersonal skills with the ability to effectively communicate – both verbally and in writing, with a wide range of people and proactively build and enhance relationships
- Proficiency in written and spoken English
- Demonstrated ability to make clear and logical decisions
- Attention to detail with the ability to maintain accuracy
- Willingness to adapt, compromise and overcome obstacles
- High level of initiative and self-motivation
- Advanced Microsoft Office skills
- Demonstrates a keen customer focus with exceptional customer service skills and problem-solving abilities

- Strong business / financial acumen and excellent negotiation skills
- Ability to understand complex customer hierarchical and informal influencing/decision-making groups
- Strategic and innovative thinker
- Commands a strong understanding of complex telecommunications services and end user needs

## Interpersonal and other features

### Internal relationships

- All VicTrack staff

### External relationships

- This role requires awareness and reflection of the VicTrack brand during daily interaction with internal and external stakeholders, both from other government agencies, the private sector and members of the community.