

JOB DESCRIPTION

JOB TITLE: Business Development and Strategy Manager
TEAM: Business Development Team
REPORTS TO: General Manager Sales and Delivery
DATE: September 2026

Our strategic intent

To be trusted partners leading education in the primary sector for a prosperous and sustainable New Zealand. We will do this by:

- Continue to build a high trust partnership model.
- Ensure high learner achievement.
- Continue to operate a sustainable education business.

Purpose of Role

The Business Development and Strategy Manager is responsible for driving business growth through a balanced focus on strategic planning, team leadership, and direct customer engagement. The role leads a small team of five while maintaining a hands-on approach to developing new business opportunities and expanding existing customer relationships. Success in the role is measured through revenue growth, customer acquisition and retention, market expansion, and team performance.

The Business Development and Strategy Manager, as a base, encompasses the responsibilities of:

- Lead business development strategy and activities to achieve sustainable growth across new and existing customers.
- Drive revenue growth through new customer acquisition, customer retention, account development, and conversion of the sales opportunities.
- Build and maintain strategic customer and industry relationships, identifying opportunities to strengthen the organisation's market position.
- Lead and develop a high-performing Business Development Team, providing clear direction, coaching, accountability, and capability development.
- Translate market and customer insights into growth opportunities, including new markets, products, services, and strategic partnerships.
- Work collaboratively across the wider business to ensure opportunities are effectively developed, transitioned, and delivered, creating a seamless customer experience.
- Champion consistent business development practices, performance reporting, and continuous improvement, providing insights and recommendations to support organisational decision-making.

Key Areas of Responsibility

	Key Responsibility	Critical Tasks
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1.	Business Development & Customer Growth	• Lead the organisation-wide business development strategy, translating organisational objectives into clear growth priorities, markets, customer segments and approaches. • Identify future growth opportunities through analysis of market, customer, industry and competitor insights. • Set and monitor business development targets, priorities and performance measures. • Ensure business development activity is focused on sustainable revenue growth, customer retention and market development.
2.	People Leadership & Capability	• Lead, develop and empower the Business Development leadership and wider team to deliver agreed organisational outcomes. • Build a high-performing, customer-focused culture with clear accountability, expectations and performance standards. • Develop capability, succession and career pathways across the business development function. • Coach and support managers to effectively lead their teams and manage performance. • Ensure the function has the capability, structure and resources required to deliver current and future business needs.
3.	Customer & Market Leadership	• Develop strategic relationships with key customers, industry stakeholders and partners. • Ensure the organisation has a consistent and compelling customer value proposition and approach to market. • Champion customer insight across the organisation and ensure customer needs inform business decisions. • Provide leadership on significant or strategic customer opportunities and relationships.
4.	Business-Wide Collaboration & Integration	• Work across the organisation to align business development, delivery, product development, marketing, finance, schools and other functions around shared growth objectives. • Ensure business development opportunities can be effectively converted into sustainable and deliverable customer solutions. • Establish clear processes and accountabilities for the transition from opportunity through to delivery and ongoing customer management. • Break down organisational silos and promote a joined-up approach to customer and market development. • Provide customer and market intelligence to inform wider organisational planning and decision-making.

5.	Performance, Financial and Commercial Management	• Hold overall accountability for business development performance against agreed revenue, growth, customer and pipeline targets. • Monitor financial and commercial performance and ensure business development activity delivers appropriate returns. • Ensure effective forecasting, reporting and use of CRM (Trellis) and performance information. • Identify performance gaps and lead interventions to improve results.
6.	Innovation and Continuous Improvement	• Lead continuous improvement of business development systems, processes and approaches. • Encourage innovation in how the organisation engages with customers and develops new markets. • Identify opportunities for new products, services, partnerships and delivery models. • Ensure lessons from customer and market activity are used to improve organisational performance.
7.	Safety and Wellbeing	• Carries out the requirements of the position safely at all times. • Promotes adherence to safety and wellbeing policies and procedures with other employees. • Ensures that they understand their safety and wellbeing roles and responsibilities. • Promotes safe work practices and ensures these are followed by employees, contractors, and visitors. • Supports the Safety and Wellbeing Representatives and support safety and wellbeing initiatives.
8.	Cultural Capability	• Demonstrates willingness to Te Tiriti o Waitangi principles and organisational cultural values. • Actively develops bicultural understanding and incorporates this into decision-making, and customer engagement practices. • Supports equitable outcomes for Māori learners, employers, and industry stakeholders.

Working Relationships

The Business Development and Strategy Manager will work closely with:

Internal: ELT, Sales and Delivery Group and Internal Tutors.

External: Employers, workplaces, providers and/or roving assessors.

Extent of Authority

Budget	N
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General	As per delegations policy from the General Manager Sales and Delivery
Holds delegation	N
Jobholder can spend unbudgeted capital	N
Jobholder is responsible for committing the organisation to long-term contracts	N
Jobholder signs correspondence for Company	N

Skills and Experience

Essential	Desirable
▪ 3-5 years in a business development/relationship management role ▪ 3 years with leading strategic approach in a business. ▪ Creative problem solving and the ability to take calculated risks ▪ Sound relationship skills to develop and manage relationships, and to take an investigative and consultative approach to fully understand customers, particularly with higher level decisionmakers. ▪ Proven sales experience in a commercial environment. ▪ Excellent leadership skills, with the ability to influence without authority ▪ Experience in education and/or the primary industries	▪ Knowledge of the Agriculture sectors that we deal with at PITO. ▪ Proven rapport with different delivery teams at Primary ITO. ▪ Existing relationships with some of our sectors ▪ Training industry knowledge

Qualifications

Essential	Desirable
▪ Tertiary level qualification, ideally in Education or business	▪ Recognised tertiary qualification in the Primary Sector

AGREEMENT with the duties and responsibilities of the position as reflected in this Job Description. Primary ITO and the Sales and Delivery Group must be responsive to the needs of our customers so duties may change, and flexibility will be required from the Business Development and Strategy Manager.

 Signature of Position Holder

 Date



Signature of Manager

Date