

## POSITION DESCRIPTION

<b>ROLE/TITLE:</b>	<b>AREA MANAGER – Far North Qld</b>
<b>ROLE PURPOSE:</b>	To ensure that HIA in Far North Queensland is: <ul style="list-style-type: none"> <li>a) The voice of the residential building industry</li> <li>b) The building practitioner's indispensable business partner</li> </ul>
<b>WHAT DOES THE ROLE DO:</b>	The position services Cairns and the surrounding Far North Queensland and Gulf region and: <ul style="list-style-type: none"> <li>• Accepts responsibility and is accountable for the Association activities including successful advocacy, membership growth and the financial and operational success of the Association in region.</li> <li>• Maximises the value from new and existing customer relationships through cross selling the complete range of HIA's products and services.</li> </ul>
<b>HOW IS THE ROLE DONE:</b>	<p>The Area Manager - FNQ undertakes the role with a focus on sales and service which guides practises and standards in the following:</p> <p><b>Membership</b>  Growing and retaining membership so that it encompasses all industry interests including builders, manufacturers, suppliers, contractors and industry specialists.</p> <ul style="list-style-type: none"> <li>• Achieves membership sales and retention targets through linking building industry professionals with the benefits of HIA membership.</li> <li>• Utilising local information and canvassing the region to identify potential new members.</li> <li>• Maximising the value to members by applying up-selling and cross-selling techniques.</li> <li>• Build, develop, execute and monitor a strategic sales plan and pipeline of opportunities to achieve revenue targets and drive growth.</li> <li>• Manage and maintain strong relationships with existing members to ensure member satisfaction and retention.</li> <li>• Supporting HIA's National sales strategies and programs.</li> </ul> <p><b>Promoting the visibility of HIA by:</b></p> <ul style="list-style-type: none"> <li>• Being the face of HIA within the region.</li> <li>• Ensuring that the Association is influential and visible in all policy, regulatory and legislative matters affecting the residential building industry.</li> <li>• Advocating the policy imperatives of the Association in public and political debates within the regional area as required.</li> <li>• Representing at events, networking trade shows &amp; industry events.</li> <li>• Developing productive media relationships with regional media</li> <li>• Representing HIA on relevant industry working parties and committees.</li> <li>• Contributing to the digital communication materials for the region.</li> </ul> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Having a clear and coherent plan to achieve financial and commercial strategies across the range of HIA commercial businesses.</li> <li>• Sponsorship growth by identifying, securing and maintaining key account relationships with current and prospective sponsors.</li> </ul>

	<ul style="list-style-type: none"> <li>Develop &amp; implement up-selling and cross-selling strategies to maximise the value across a broad range of products and services.</li> </ul> <p><b>Networking</b></p> <ul style="list-style-type: none"> <li>developing and managing relationships with key political, regulatory and industry stakeholders, together with media, the training sector, manufacturers, suppliers, members and volunteers.</li> </ul> <p><b>Operations &amp; Systems</b></p> <ul style="list-style-type: none"> <li>Focused day to day management of Far North Queensland operations, including <ul style="list-style-type: none"> <li>delivery of HIA products &amp; services, stationery sales and office administration functions.</li> <li>Management of regional branch committees.</li> </ul> </li> <li>Collaboration <ul style="list-style-type: none"> <li>contributing to and working with staff and training assist in facilitating the delivery events and training within the region.</li> </ul> </li> </ul> <p><b>Policy</b></p> <ul style="list-style-type: none"> <li>Implementing HIA's national policies and developing and prosecuting sound regional policy that supports the industry's imperatives.</li> <li>Other duties as required by Regional Executive Director.</li> </ul>
<b>KEY DUTIES AND ACCOUNTABILITES:</b>	<p><b>Business Growth:</b></p> <ul style="list-style-type: none"> <li>Achievement of regional membership recruitment and retention targets.</li> <li>Achievement of regional commercial performance benchmarks for the business units operating in the region.</li> <li>Successful implementation of new business initiatives in the Far North Queensland Region.</li> <li>Growing HIA's customer base &amp; sponsorship opportunities.</li> </ul> <p><b>Visibility &amp; Political success:</b></p> <ul style="list-style-type: none"> <li>Media activity and brand visibility in the region.</li> <li>Political and regulatory influence in the Far North Queensland Region.</li> </ul> <p><b>Operational effectiveness:</b></p> <ul style="list-style-type: none"> <li>Contribution to the success of the North Qld Regional Plan.</li> <li>Branch committee's effectiveness, satisfaction and cohesiveness.</li> <li>Timely reporting and collaboration.</li> <li>Regional and national cooperation.</li> <li>Successful cooperation within the regional office.</li> <li>Effective and efficient delivery of HIA services and programs to members and customers.</li> <li>Accurate record management including CRM management, prospecting and lead generation.</li> <li>Provide administrative support to the Branch &amp; Regional Committees.</li> <li>Working collaboratively with HIA staff and business units to achieve organisational objectives.</li> </ul>

<b>REPORTING:</b>	The role reports to the Executive Director – North Queensland
<b>EXTERNAL RELATIONSHIPS:</b>	<p>HIA Members &amp; Industry partners</p> <p>Organisations involved with building industry (e.g. Government bodies, financial institutions, etc.)</p> <p>Industry organisations (e.g. QBCC Queensland Building &amp; Construction Commission, CSQ- Construction Skills Queensland)</p>