

POSITION DESCRIPTION	
ROLE:	REGIONAL/AREA MANAGER – Sunshine Coast & Wide Bay
ROLE PURPOSE:	To ensure that HIA in the Sunshine Coast and Wide Bay regional area is the voice of the residential building industry and the building practitioner's indispensable business partner.
WHAT DOES THE ROLE DO:	<p>The position services the Sunshine Coast and Wide Bay area and is primarily accountable for -</p> <ul style="list-style-type: none"> • membership sales growth, retention, engagement and satisfaction • increasing the Association's profile in the area • local activities such as events, awards, partnerships, attendance at members and stakeholders offices • supporting sales of commercial products • staff management and office/property management • operational success in the region.
HOW IS THE ROLE DONE:	<p>The Regional/Area Manager Sunshine Coast and Wide Bay performs the following key activities:</p> <p><u>Membership & Sponsorship/Partnership</u></p> <ul style="list-style-type: none"> • providing products, advice and assistance to members to assist them in running a successful business. • identifying, developing and maintaining key account relationships with current and prospective regional sponsors and partners. • achieving targets for membership recruitment and renewals • developing and managing relationships with key political, regulatory and industry stakeholders, together with media, the training sector, manufacturers, suppliers, members and volunteers. <p><u>Promoting HIA</u></p> <ul style="list-style-type: none"> • ensuring that the Association is influential and visible in policy, regulatory and legislative matters affecting the residential building industry including: <ul style="list-style-type: none"> ○ advocating the policy imperatives of the Association in public and political debates within the regional area as required ○ attending events and trade shows & industry seminars ○ developing productive relationships with the regional media ○ representing HIA on relevant industry working parties and committees ○ contributing to newsletters and articles for the regional newsletter <p><u>Management and Operations</u></p> <ul style="list-style-type: none"> • local management of regional staff and property/office
KEY ACCOUNTABILITES:	<p><u>Operational effectiveness:</u></p> <ul style="list-style-type: none"> • regional committee's effectiveness, satisfaction and cohesiveness • effective and efficient delivery of HIA services and programs to members and customers • timely reporting and collaboration • QLD regional and national cooperation

	<p><u>Strong Relationships:</u> Local media activity and visibility in the region political and regulatory influence in the region</p> <p><u>Business growth:</u></p> <ul style="list-style-type: none"> • achievement of regional membership recruitment and retention targets • achievement of regional commercial performance benchmarks for the business units operating in the region • successful implementation of new business initiatives in the region • growing HIA's customer base & sponsorship opportunities
ATTRIBUTES AND EXPERIENCE:	<ul style="list-style-type: none"> • Demonstrated leadership experience including managing teams and responsibility for achieving commercial outcomes. • Demonstrated experience in managing within a regional and national business model • Customer service oriented • Ability to procure new business opportunities. • Ability to handle competing priorities and work to tight deadlines. • Good computer skills with experience using MS Office products, including CRM. • Flexible and willing to learn
REPORTING:	The role reports to the Deputy Regional Executive Director – QLD
LOCATION:	HIA's Sunshine Coast regional office
KEY INTERNAL RELATIONSHIPS:	HIA QLD regional staff Business Unit Managers
EXTERNAL RELATIONSHIPS:	HIA Members Sponsors and partners People working in the building industry (e.g., Builders, contractors, manufacturers & suppliers, apprentices, developers, etc) Organisations involved with the building industry (e.g., Government bodies, financial institutions, etc)
FUNCTIONAL RESPONSIBILITY:	The role directly manages the Administrative Support/Membership Assistant function.