

POSITION DESCRIPTION

ROLE:	Manager - Licensing Solutions, HIA Business Solutions
ROLE PURPOSE :	To develop commercial solutions for individuals to acquire and maintain necessary specialist licenses to operate a business in the residential building industry.
WHAT DOES THE ROLE DO :	The Manager develops commercially viable digital tools to enable individuals to successfully complete the application process for a builder or contractor licence. The Manager coordinates the product development and promotion of HIA's digital platform to assist licensees with recording Continuing Professional Development (CPD) activities.
HOW IS THE ROLE DONE :	<p>The Manager:</p> <ul style="list-style-type: none"> • Maximises the commercial outcomes from the Licensing Solutions business. • Liaises with HIA's Workplace and Building Services teams to develop and on-line tools/resources to assist the registration of builders in each state and territory. • Works closely with the Digital team to provide a user-friendly system accessible from HIA's website. • Liaises with HIA's Training and Events teams to coordinate the promotion of a range of HIA products within the My CPD portal that will assist customers meet their Continuing Professional Development obligations. • Develops and maintains systems to enable users to efficiently track their CPD performance and promote personalised CPD opportunities to them. • Establishes a system of lead generation and nurturing. • Monitors systems to track online sales to optimise commercial opportunities. • Works closely with HIA's business units to capitalise on leads and commercial opportunities. • Develops opportunities to promote HIA membership and other products and services to customers at all stages of the licence solution offering.
KEY ACCOUNTABILITIES:	<p>The Manager is accountable for the:</p> <ul style="list-style-type: none"> • Development of a profitable business including cross selling to other business units • Timely and cost-effective delivery of licensing solutions in all states and territories • Satisfaction of customers using the systems • Effective collaboration with other business and service units
ATTRIBUTES AND EXPERIENCE:	<ul style="list-style-type: none"> • Understanding of the delivery of digital products and services • Ability to collaborate effectively across a range of business units • Commercial acumen and innovative mindset • Understanding of the contractor licensing systems (desirable)
REPORTING :	The position reports to the General Managing Business Solutions The position may have a team to support the products and services reporting to it.