



Chief Executive Women

Women leaders enabling women leaders

Position Description Business Development Manager

Reports to: CEO
Works with: Director, Leadership Development
Manager, Partnerships
Brand and Marketing Team
Director, Finance and Operations
CEW Team

Supervision Responsibilities: Manager, Partnerships

This is a full-time position based in Sydney. CEW supports flexible working, including two days per week based in our offices in Sydney CBD. Qualified people of all backgrounds are encouraged to apply.

Chief Executive Women – Who We Are

As women leaders enabling women leaders, CEW's 1000+ Members hold leading roles in Australia's largest public and private organisations. They oversee more than 1.3 million employees and \$749 billion in revenue. Members have a combined market capitalisation greater than \$1.44 trillion and contribute in excess of \$249 billion to Australia's GDP.

Since 1985 CEW has influenced and engaged all levels of Australian business and government to achieve gender balance. Through advocacy, research, targeted programs and scholarships, CEW helps to remove the barriers to women's progression and ensure equal opportunity for prosperity. CEW's members work actively to realise our vision of a community where women and men have equal economic and social choices and responsibilities

CEW is a not-for-profit organisation.

About the Role – Key Responsibilities

The Manager, Business Development is tasked with developing and implementing tactical plans for CEW's portfolio of products and services to meet strategic KPI's and deliver growth and sustainability in line with our mission to enable more women leaders. This will require an in-depth knowledge of the CEW customer profile, products and services, and value proposition. The Manager will champion CEW products and services with industry, organisations, and our member and alumni community.

This role requires an experienced executive, with the ability to act tactically on well-developed knowledge of CEW's partners and program offering. The Manager will demonstrate solid experience in:

1. Identifying and pursuing business development opportunities
2. Maintaining and building client and partner relationships
3. Developing and executing sales strategies, particularly B2B
4. Developing business proposals, negotiating contracts, closing deals and stewarding delivery of agreements
5. Conducting Market Research and Analysis



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6. Collaborating closely with other CEW team members
7. Providing regular reports and updates

This is a 'hands-on' role with an initial focus in FY24 to deliver core KPI's across the Leadership Development ([CEW Leaders Program](#) and [CEW Executive Leaders Program](#)), and Sponsorship portfolios. The specific KPIs will be discussed with candidates during recruitment and include requirements for Program enrolments, and sponsor acquisition, renewal and stewardship. CEW has existing relationships and an active database of partners and clients from which to build success.

Beyond FY24 delivery of program and sponsorship KPI's will remain central to the role; however working with the Executive Team, CEW members and Committees, the Manager will also play a pivotal role in the design and execution of an integrated Business Development Strategy.

Personal Attributes & Experience

- Degree in Business Development/Economics or Finance/Marketing or similar
- Minimum of six (6) plus years' business development experience. Exposure to NFP environments desirable
- Experience working to and exceeding targets for client income, sponsorship revenue and pro bono income
- Excellent communication, negotiation and interpersonal skills
- Outstanding stakeholder relationship engagement and management skills
- Experience with design and implementation of business development strategy
- Problem Solving Skills: A proactive self-starter with energy, drive, and a hands-on work ethic
- Accomplished in prospecting, stewarding and converting opportunities, regular reporting and use of data and systems including Salesforce to track create campaigns and monitor progress. IT proficiency in Office suite including Sharepoint, and Monday.com preferred
- A strong, positive team player displaying resilience, high achievement and responsibility.
- Ability to work collaboratively in a small team as well as self-motivate.
- Project Management Skills: Highly organised with excellent attention to detail and strong numeracy/analytical capabilities.
- Strongly aligned with CEW's values, style, and culture