



Trees For Life

TREES FOR LIFE

BUSINESS DEVELOPMENT MANAGER

JOB & PERSON SPECIFICATION

FEBRUARY 2010



ORGANISATION OVERVIEW

Trees For Life is run by an elected Board of Management and is incorporated in South Australia. Trees For Life is a not-for-profit community-based organisation established on strong conservation, practical and volunteering values and principles.

The aim for which the Association, Trees For Life (TFL) was established in 1981 is to promote and assist the revegetation of South Australia and the protection of its remnant vegetation.

Currently with a membership of over 10,000 individuals, families, groups and businesses, Trees For Life grows over one million seedlings every year. That's one seedling grown for each person living in South Australia every year!

Over 3,500 hectares of native vegetation are managed by 750 Bush For Life volunteers. Over 300 kg of local native seed (over 200 species) are collected and used each year to grow native seedlings and to directly seed over 550 km of cleared land annually.

Volunteering with Trees For Life includes :-

- growing seedlings;
- collecting seed;
- caring for a Bush For Life site;
- working as a group with a Bush Action Team (BAT);
- cleaning and packing seed;
- helping out at depots for material distribution;
- delivering materials to depots;
- office administration;
- marketing and public relations.

Trees For Life main activities are :-

The Tree Scheme

Members (including up to 1,500 volunteers) grow up to one million local native seedlings each year to plant on rural properties or for revegetation projects across South Australia.

Bush For Life

Bush For Life involves the community in saving South Australia's rapidly disappearing bushland. Bush carers undertake to restore a patch of bush and maintain it in good condition. Insects, reptiles and small animals need not only trees, but understorey plants as well. Bush For Life trains volunteers in minimal disturbance techniques to help manage this fragile habitat.

Direct Seeding

Direct Seeding is used for large scale revegetation work using a large range of species. Trees For Life's Direct Seeding operates from the Murray Mallee, across the Greater Mt Lofty Ranges and down the Fleurieu Peninsula. Seed for projects is collected by Trees For Life from remnant vegetation close to the property to be seeded. The resulting success and survival rates ensure you get value for money.



ORGANISATION OVERVIEW

Carbon Neutral

Its Carbon Neutral program provides opportunities for business and individuals to offset their carbon impact by donating funds to grow new native forests on private land. Use of land is provided by its members and the trees are protected from clearing for 100 years. 182 hectares have been planted since 2007 under this program.



JOB SPECIFICATION

POSITION: BUSINESS DEVELOPMENT MANAGER

REPORTS TO: CHIEF EXECUTIVE OFFICER (CEO)

Broad scope and purpose of role

The primary role of the Business Development Manager (BDM) is to significantly build the diversity and level of income Trees For Life attracts through project activities, fundraising and partnerships. With a current annual turnover of \$2.5 million there is plenty of scope for growth. The BDM will work with the CEO, accountant and program managers to significantly build and grow the business. The role involves planning and strategic development, financial acuity, fundraising and marketing, business development, advocacy and public relations.

What does Trees For Life want of its BDM?

- Strategic focus approach;
- Strong leadership;
- Creativity, vitality and vision;
- Emphasis on creating and sustaining long term partnerships and support for TFL;
- High level of political and business nous.

The BDM has a hands-on leadership role within the organisation, including :-

- Major donor acquisition and relationship management;
- Revenue generation including fundraising and securing of grants;
- Further development of the Carbon Neutral program;
- Public affairs and government relations.

What is the role of the CEO?

The CEO has ultimate responsibility for all areas of the organisation's management and works with the Board to set the strategic direction of TFL. The BDM will have a key role in supporting the CEO to achieve the best outcomes for the organisation and its members.

BDM position within TFL

The BDM is a very senior role within the organisation and will be a key member of the management group. The BDM will lead the Business Development and Marketing team.



JOB SPECIFICATION

Key areas of accountability and responsibility

Business Development

Take a lead role in resourcing the organisation to effectively achieve its mission by :-

- supporting, informing and advising the CEO on current issues, policy, opportunities and trends;
- initiating, developing and managing ongoing funding and development strategies, ensuring that all planning objectives are appropriately comprehensive, realistic, well planned and effective;
- building collaborative relationships and liaising with external agencies, bodies and alliance partners;
- communicating the goals of Trees For Life to potential donors and major sponsors;
- representing Trees For Life in negotiations with government, business and other organisations in relation to grant funding and commercial opportunities;
- recognising, defining and responding to specific business opportunities;
- providing appropriate mentoring, development and feedback to the fundraising team to enable them to perform productively.

Implementation

This hands-on role will involve :-

- linking the business development strategy directly to the organisation's Aims and Objectives;
- being sensitive to the organisation's conservation values whilst optimising business opportunities;
- a comprehensive understanding of the financial position and relationships of the organisation;
- developing projects consultatively with work group managers;
- identifying and pursuing opportunities to :-
 - tender/pitch for new major contracts;
 - attract Fee For Service contracts;
 - achieve nursery capacity through project orders;
 - increase the Direct Seeding business;
 - increase the number of Carbon Neutral program clients;
 - foster and enhance existing business relationships;
 - create and respond to opportunities for strategic partnerships;
 - identify tender opportunities and assist with the bid process;
 - manage existing grants and seek new ones;
 - diversify TFL income for the long term sustainability of the organisation;
 - maintain a high level of client service and relationship management.



JOB SPECIFICATION

The role includes the administration of projects and clients, including :-

- overseeing contract negotiations;
- developing risk management strategies for projects;
- developing work plans and briefing other staff at project initiation to ensure delivery;
- managing projects from funding submission, through implementation, to acquittal including internal and external reporting;
- monitoring contractual agreements, milestones, payments, delays and variations to contract;
- establishing and/or maintaining appropriate records for contracts and projects.



PERSON SPECIFICATION

Qualifications, knowledge, expertise, experience & training

TFL are seeking a versatile set of skills with a proven successful track record in building and sustaining business development within the not-for-profit sector. Other essential requirements are sound knowledge of contemporary fundraising and donor procurement trends, excellent interpersonal and communications skills, leadership qualities and a strong commitment to the environment. A proven ability to secure support from high net worth businesses and individuals will be considered valuable.

Skills and abilities

Essential requirements :-

- Strategic planning skills;
- Team player;
- Positive, creative and forward thinking;
- Can-do attitude;
- Highly development communication and interpersonal skills;
- Negotiation skills;
- Problem solving skills;
- Critical thinking ability;
- Time management skills;
- Budgeting, finance and resource management skills;
- Ability to establish and maintain effective networks;
- Political and business nous;
- Must be able to walk on water!

Special conditions

Work outside core hours will be required in keeping with the seniority of the role, and an ability and willingness to travel inter and intrastate occasionally.

Trees For Life is a family friendly work environment.

Volunteers are a special resource and as such are to be valued and cherished.



HOW TO APPLY

Applications in Word format only should be forwarded to David Dunnicliff by e-mail to 12452@hender.com.au

Telephone enquiries are welcome and may be directed to David on (08) 8100 8814 or Julie Fleet on (08) 8100 8806.

Please Note

Your application will be automatically acknowledged by a return e-mail.