



Position Description

Title: Business Development Manager NZPI*

Reports to: Head of Sales

Direct reports: (0)

About us: NZPI* = New Zealand Steel & Pacific Steel

New Zealand Steel, a wholly owned subsidiary of BlueScope, has been New Zealand's sole producer of flat-rolled steel products for 60 years. Our high-quality steel supports the building, construction, manufacturing, and agricultural industries, ensuring a reliable local supply tailored to New Zealanders' needs. At the heart of our offering is COLORSTEEL®, our flagship brand.

Purpose of Role:

Reporting to the Head of Sales at New Zealand Steel, this role is responsible for developing strategic relationships and engaging with key downstream influencers, end-user sectors, and industry groups. This includes Consultants, Developers, Construction Companies, Group Home Builders, Architects & Specifiers, Roofing Installers Industry Bodies. The primary focus is to drive demand for key NZ Steel products (COLORSTEEL®, AXXIS®) by executing business initiatives that strengthen market presence and pull products through the value chain

This role will require you to be an advocate for the company's overall strategy to transform, grow and deliver – developing, implementing and supporting the delivery of key initiatives, driving improvements in customer experience and market growth.

ESSENTIAL

Formal Education & Training

- › Preferred but not essential - A degree in Business, Marketing, Commerce, or a related field.

Experience

- › Proven experience in business development, sales, or account management, ideally in a B2B environment.
- › An excellent track record of building strong client relationships, developing new markets, and contributing to financial growth.
- › Experience managing a sales pipeline, closing deals, and achieving targets.

› Proficiency in Microsoft Office

› Excellent negotiation, communication, and relationship-building skills with the ability to engage stakeholders at all levels.

› Ability to analyse market trends and develop strategic growth plans

› Understanding of the structure and dynamics of the construction sector channels to market / A willingness to learn & develop expertise in the building and construction industry

| Responsibilities | Key Measures of Success |
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| <p><u>Business Development & Sales</u></p> <p>Participate in the development of the NZ Steel annual strategic plan, with accountability for translating strategic priorities into executed initiatives and business outcomes.</p> <p>Utilise market insights and industry information (e.g. BCI and Pacifecon) to identify opportunities to gain product specification/s.</p> <p>Drive positive brand awareness & specification growth through networking & industry events.</p> <p>Assist in negotiating relevant agreements/contracts with clients.</p> <p>Work closely with the sales and marketing teams to develop tailored proposals, presentations and event key messaging.</p> <p>Call cycle plans implemented – including trade show representation</p> | <p>Strategic plan executed and delivered on time</p> <p>Achieve annual volume and revenue budgets</p> <p>Projects in Salesforce current and updated</p> <p>Adherence to call cycle, logged appropriately in Salesforce</p> |
| <p><u>Relationship Management</u></p> <p>Build and maintain strong relationships throughout the value chain to ensure aligned and long-term & partnerships.</p> <p>Act as a trusted advisor, understanding customer needs and providing tailored solutions.</p> | <p>Achieve annual volume and revenue budgets</p> <p>Strong entry participation in biennial COLORSTEEL® Awards</p> |
| <p><u>Market Analysis & Strategy</u></p> <p>Monitor industry trends, competitor activities, and customer demand to identify growth opportunities.</p> <p>Provide internal teams relevant market insights on pricing, positioning, and market potential.</p> <p>Collaborate with internal teams on new product offering/tailored product solutions, aligned with market needs.</p> | <p>Capture relevant market intelligence in Salesforce</p> <p>Achieve annual volume and revenue budgets</p> |
| <p><u>Operational & Reporting Responsibilities</u></p> <p>Prepare & present reports as required</p> <p>Track and measure pipeline progress, and customer feedback.</p> | <p>Weekly report feedback in Salesforce on time</p> <p>Salesforce contacts up to date</p> |
| <p><u>Budget Management</u></p> | |

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| Manage allocated budgets | Spend within limits and identify efficiencies to savings |
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Key External Relationships

Key Internal Relationships

| WHO | WHO |
|-----------------------------------|--------------------------|
| Architects & Specifiers | Key Account Managers |
| Roof Installers | Brand Marketing Team |
| Group Home Builders | Product Development Team |
| Building & Construction Companies | Sustainability Team |
| Steel Framing Fabricators | PAD Team |
| Industry Associations | S&M Lead team |

Key Competencies

| | SETS DIRECTION | DELIVERS RESULTS |
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| | <p>Sets the Strategy</p> | <p>Makes decisions to improve productivity</p> <ul style="list-style-type: none"> › Thinks about day to day costs and impacts on team / BU results › Makes decisions to reduce cost (e.g. materials / spend reduction) › Has an awareness of how own activities relate to organisation profitability and value › Actively takes part in teamwork and seeks ways to exceed targets |
| | <p>Makes Customer & Market Decisions</p> | <p>Acts with customers in mind</p> <ul style="list-style-type: none"> › Follows through on customer inquiries, requests and complaints › Is dedicated to meeting the expectations and requirement of customers › Establishes and maintains effective relationship with customers and gains their trust and respect › Keeps customer up-to-date about progress of projects and actions › Distributes helpful information to customers › Is always up-to-date about customer needs and expectations |
| | <p>Drives Improved Performance</p> | <p>Drives own performance</p> <ul style="list-style-type: none"> › Pursues everything with energy, drive, and a need to finish › Seldom gives up before finishing, especially in the face of resistance or setbacks › Is action oriented and has personal drive for achieving success › Is confident in his or her beliefs and acts on them with commitment › Looks for ways to improve own work practices |
| | <p>Leads Innovation & Change</p> | <p>Seeks better ways of doing things</p> <ul style="list-style-type: none"> › Identifies new approaches for completing work more effectively and/or efficiently › Is willing to speak up, listen to suggestions, and share new ideas › Brainstorms new ideas and solutions › Adapts and responds to change with a positive attitude › Copes well with setbacks during times of innovation testing or change › Researches and learns the customer's business needs and values |
| | <p>Organises & Drives Accountability</p> | <p>Prioritises and manages time</p> <ul style="list-style-type: none"> › Uses their time effectively and efficiently › Focuses on getting things finished, persists until the job is done › Actively takes more responsibility, shows ownership and is responsible › Concentrates efforts on the more important priorities › Follows through on commitments |

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| | | › Takes personal accountability for decisions, actions and failures |
| ALIGNS PEOPLE | Motivates & Enables | Supports team objectives <ul style="list-style-type: none"> › Provides individuals information so that they can make accurate decisions › Follows through on commitments › Gains the confidence and trust of others easily › Has a positive attitude at work and shares this with others |
| | Develops Self & Others | Understands and develops self <ul style="list-style-type: none"> › Knows personal strengths, weaknesses, opportunities, and limits › Seeks feedback and is receptive to feedback on their developmental needs › Is personally committed to and actively works to continuously improve themselves |
| | Influences & Networks | Appreciates others' views <ul style="list-style-type: none"> › Is seen as a team player and is cooperative › Easily gains trust and support of peers › Recognises feelings in others and shows interest in their background, interests and experiences › Asks clarifying questions about others' expressed interests and concerns |
| TECHNICAL | Experience, Know How | Functional skills and experiences to grow <ul style="list-style-type: none"> › Specific to role |
| FOUNDATION VALUES | Living Our Bond | Leading ethics and values <ul style="list-style-type: none"> › Displays and promotes the standards of behaviour that are in line with the values and expectations of the organisation › Sets a personal example in all dealings with Customer, Employees, Shareholders, and the Community |
| | Values Diversity | Values and supports differences <ul style="list-style-type: none"> › Promotes a team environment that values, encourages and supports differences › Values differences - ensures that different backgrounds, experiences, styles and perspectives are welcomed and utilised › Increases workplace diversity through recruiting different people and creating diverse teams › Actively seeks out others' diverse experiences, backgrounds and perspectives to get results › Is sensitive to cultural norms, expectations, and ways of communicating |
| | Zero Harm | Role models zero harm |