

# POSITION DESCRIPTION

Business Manager  
Defence & Protection Steels

## OUR VALUES



## ABOUT THE ROLE

Reporting to the National Sales & Marketing Manager and working as part of the Bisalloy Sales Team, this role will work across the organisation to facilitate the identification and delivery of Armour steels sales consistent with Bisalloy Steel strategic and commercial plans. The role encompasses business management functions of realising the Armour product lines short- and long-term sales targets as well as providing support for strategy formulation, strategic plan execution, strategic process improvements and expansion initiatives.

## KEY RESPONSIBILITIES

- Full responsibility for the development and achievement of the Armour business budgets and sales targets.
- Understanding the business drivers for Bisalloy Steel.
- Establish clear focus and direction for the company's management to achieve continual improvement.
- Ensure that Bisalloy Steel's systems are fully utilised.
- Support the delivery of the company's business plan.
- Develop and recommend business development and strategy budgets for the Armour business.
- Assist with the development of strategic and operational improvement business cases.
- Recommend the appointment of consultants and market research as necessary.
- Provide strategic direction and support to identify opportunities to increase medium and longer term business profitability and Return on Funds Employed.
- Responsible for the identification, evaluation and implementation of business cases for commercial opportunities or the economic re-investment in product/market development and expanded distribution for the Defence and Protection steels products.
- Provide support to key areas of the business to develop, refine and implement key business growth and improvement initiatives.
- Work with the Sales and Marketing department to deliver on commitments to grow market share while maintaining margin returns.

# THE FINER DETAILS

Business Manager -  
Defence & Protection Steels

## ROLE TYPE

FULL TIME

COMMENCING: 07/03/16

## REPORTS TO

NATIONAL SALES & MARKETING  
MANAGER

## ROLE LOCATION



DATE ISSUED: 07/03/16

DATE LAST REVISED: 14/09/2021

## KEY RESPONSIBILITIES (CONT.)

- Assist the Sales and Marketing department to develop and implement plans to build brand awareness and market positioning. To increase 'top of mind' brand recognition.
- Lead the Armour business to grow the Q&T business both domestically and internationally as measured by EBIT and ROCE.
- Assist the business to develop new Armour business opportunities with both new and existing customers.
- Identify areas of opportunity for expanding sales to the Defence and other related industries and play a key role in project identification and development.
- Work with the Operations and Technical teams to ensure that appropriate quality control measures are in place.

## ABOUT THE PERSON

This role will suit a strong leader with well-developed communication skills who is fact and process driven.

Strong communications skills and importantly be a "people person" to build relationships within the business units and to assist in the business not just focused on the numbers.

A broader understanding of the drivers of the business with an interest and willingness to understand the market dynamics and trends affecting the industry.

An experience with working with diverse teams in international markets is an advantage.

They would possess a strong work ethic and value loyalty.

## KNOWLEDGE AND SKILLS

- Astute commercial acumen; Sharp analytical ability.
- Ability to present information, both verbally and in written form, to the Executive team, Board and investors.
- Excellent planning and time management skills.
- Be an influential leader and relationship builder across geographies/cultures and be a team player amongst peers and be respected by suppliers and customers.
- Extensive business development and commercial management experience.

