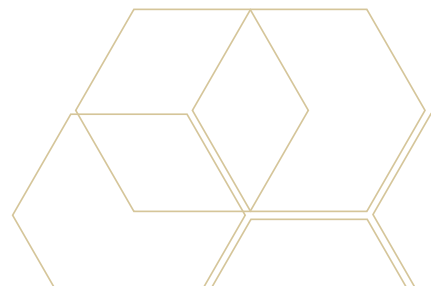




# Senior BD Manager / BD Manager

Sydney



# Stronger Together

Delivering real value in Systems Engineering & Safety Assurance and Project Services



ARCH Artifex has established itself as NSW's leading Systems Engineering & Safety Assurance and Project Services consultancy, working across a wide range of major industries including rail, roads, power and telco. We focus on providing added value to our clients and delivering some of NSW's most exciting infrastructure projects.

We have enjoyed impressive growth since our inception in 2015 and we now employ over 40 people; continuing to grow, we are looking to bring on best in class individuals.

## Our Services

SESA is essential to the successful delivery of complex, safety-critical projects. ARCH Artifex has emerged as a leading specialist provider of SESA services, playing an influential role in the development and delivery of some of NSW most iconic projects.

Our strength is our people and their combination of specialist expertise and practical domain knowledge. Blending the power of SESA with standard industry custom and practice is the key to increasing value and lowering cost and risk.

Our Project Services Group has responded to our clients' requests to expand our services to provide them access to more of the skills and expertise they need to deliver their projects over the full life-cycle. We offer wide-ranging and action-oriented services focused on delivering project outcomes to infrastructure owners, contractors and consultants.

We deliberately work with all parties, including government agencies, private operators, contractors and consultants. This ensures ARCH Artifex understands the needs and drivers of all the players who contribute to successful projects and project outcomes.

ARCH Artifex's combined leadership, knowledge and experience provides industry leading insights and best-in-class practices across all services. The team is led by highly skilled and experienced Directors and Principals who are actively involved in hands-on project delivery and services.

Our team is made up of exceptionally capable specialists from diverse project backgrounds in major Rail, Road, Power, Defence, Health and Information & Communication Technology projects.

Our attitudes and behaviours are centred around our drive to deliver real value to our clients. We believe value can only be measured by the outcomes achieved. If it doesn't add value, we don't do it. We are better partners because we have been consultants, contractors and clients. We have a deep understanding of what clients need to succeed and how to deliver it efficiently. Our clients prefer working with us because we make it easy — Stronger Together.

## The ARCH Artifex Story

ARCH was founded in 2015 by John Armstrong. John's vision was to provide an alternative consultancy model focused first and foremost on delivering measurable outcomes for our clients.

From our initial engineering and project management services for projects such as Sydney Light Rail and Sydney Metro, ARCH quickly expanded to provide Systems Engineering & Safety Assurance. The hallmark of our SESA service is to leverage our deep knowledge of how projects are delivered in the real world to ensure SESA drives value for our clients.

In 2019, John and the leadership welcomed Artifex into the business as part of the team's commitment to provide clients with a wider range of services. Artifex is a 15+ years strong business with an impressive track record managing infrastructure projects. The merger substantially increased the breadth of our Project Services Division and we continue to provide an ever-increasing range of services under the leadership of Steve Naumovski.

[www.archservices.com.au](http://www.archservices.com.au)



## About the role

**LOCATION** Sydney

**REPORTS TO** Executive Director, Rob Smerden

This is a newly created, investment role which will work closely with business leaders to impact and support the future growth of ARCH Artifex. The role will help strengthen relationships with existing and target clients through client planning, creative client engagement and driving the development of strategic insights and thought leadership based on our knowledge and understanding of the sector, clients' business aspirations and end-user needs.



### Key Responsibilities

#### **BD Growth Strategy**

- Support the development and realisation of our business plans and win targets.
- Develop collaboratively and implement a BD growth strategy based on market and client research looking at potential penetration plans, considering sector, service line, regional and other go-to-market opportunities.
- Accountable for effective pipeline management.

#### **Tenders / Bids**

- The intelligent pursuit of opportunities, bid strategies and persuasive pitches to convert targeted opportunities.
- Managing tenders and bids including: developing win themes and client value propositions; developing tender plans; project management; drafting compelling, client-centric content for non-technical elements; collaborating with Directors and Principals on technical content and pricing.
- Collaborating on market, client, prospect research to spot opportunities to tender and driving pre-positioning BD activities to best position for success.
- Managing tender debriefs and bringing intel and lessons learned back into the business to position for future tenders and bids.

- Developing a centralised depository of bid content; and improved systems and processes to encourage and assist others in the business to successfully manage and deliver bids & tenders.

#### **BD function**

- Embedding a high quality BD function which positively impacts BD culture to support our capable people in a focused and consistent BD approach.
- Developing appropriate systems and processes to positively and efficiently impact our BD engagement.
- Coaching Directors, Principals and other Engineers on high impact strategic BD and client engagement activities; engendering enthusiasm, confidence and consistent focus.

#### **CRM tool**

- Developing and improving our Salesforce CRM tool to ensure it adds maximum value to the business and client development strategy.

#### **Client development**

- Working with Directors and Principals on key client relationship development bringing BD strategy, expertise, further rigour and coaching to the business; including a focused approach to relationship mapping across clients and the market generally.

- In addition to direct client contact, the role is to facilitate, assist and support other people in the business to undertake effective BD activities.
- Building external client relationships, alongside Directors and Principals, attending client meetings and debriefs, spotting opportunity to develop relationships further.
- Reviewing our suite of marketing materials to ensure we have the best materials in place to support client and prospect conversations and business growth.
- Considering a thought leadership strategy and other marketing campaigns in collaboration with our Marketing agency.

#### Marketing Communications

- Develop our marketing strategy, aligned to business growth plan and deliver marketing outcomes utilising our external Marketing agency and Graphic Design agency.
- In collaboration with our Marketing agency, ensuring the most beneficial branding, marketing messaging and channels are utilised in presenting our business to the market, our clients and prospects.
- Writing client-centric content to contribute to marketing materials as required.
- Assist with identification and production of material for website, LinkedIn and print media.
- Assist with management of website and LinkedIn profile.





## About You

Ideal candidates will be entrepreneurial as well as bringing the below experience and attributes:

- Demonstrated success in business development roles in professional services.
- Broad understanding of how projects are developed and delivered and the engineering consultancy market is desired. However, those coming from other professional services environments will be considered if they can demonstrate their motivation as well as ability to understand our business and our clients quickly in order to add value.
- Ability to develop and implement a comprehensive CRM process for the company (and experience in Salesforce or other web-based CRM database systems).
- Ability to identify and produce marketing material for use on web-based platforms, including LinkedIn and Website (utilizing an external Marketing agency, whilst also happy and able to roll up your sleeves and draft directly where required).
- Experience in preparing high quality, compelling tenders and offers of services drawing on the technical expertise of people within the business.
- Experience in developing and implementing BD and marketing plans and strategies.
- A pro-active, self-starter with the ability to work independently and have a real impact on a business.
- Strong relationship building, coaching, negotiating and influencing skills and the ability to engage, facilitate and support other people in business development activities.
- Commercial acumen and the ability to consider and spot business opportunity in the market.
- A positive mindset, proven skills and a belief in your capability to drive outcomes.
- Excellent communication skills as well as a confident, persistent and resilient style.
- Advanced level of computer literacy, including but not limited to MS Office suite of products, including Office365.

# Q&A

With **John Armstrong**,  
Managing Director, and  
**Rob Smerden**,  
Executive Director



## **John, why did you establish ARCH Artifex and what is your ambition for the business?**

I started this business with an ambition that this would be a great place to work – a positive environment, working with good people on projects we enjoy and offering only the highest quality to our clients. I am passionate about continuing to build a sustainable business for the future generations of our company to enjoy and derive value from. I am also passionate about only selling clients what they want and what they need to the highest possible levels of service and outcome.

As entrepreneurs, driving business revenue is always important, but for us it's never at the expense of doing what's right and we're proud of the way we retained and supported all our staff during the onset of the pandemic last year. With a focus on growth, we also hired some fantastic people who found themselves on the market last year to continue to position us well growing into the future.

My ambition is that we continue on our exciting growth journey – we have so much more opportunity available to us to take advantage of – and that our leadership team continues to expand and diversify with the business.

## **John, how would you describe the culture at ARCH Artifex?**

We are a dynamic, entrepreneurial group who enjoy working together and support team other. We have a strong sense of team and togetherness which will soon be supported by new offices in Sydney's CBD to meet the needs of our growing community.

Much as we enjoy being together, bouncing off each other's energy and being close to our clients, many of our team choose to work flexibly one day a week which works well for us.

Importantly, our leadership are straight shooters who communicate openly with the business, we're all on the same journey and everyone understands their part to play.

## **Rob, what can you tell us about your business growth plans?**

We have enjoyed consistent year on year growth of between 20-25% for the past 6 years both in revenue and team size. We have a strong market position and an enviable pipeline. However, we continue to be ambitious and have an aggressive growth strategy (looking at internal and external options) to continue to expand and meet client and market needs.

## **Rob, why is this an exciting time for your first BD professional to join you?**

There is so much untapped potential and opportunity in the market. This BD professional will be pivotal in working with me to strategically consider and position for our next phase of growth. This is our first BD hire and so the potential is unlimited for someone to come in and really make this their own. We want you to bring us your expertise, to work alongside us, learning from each other and, in a business our size, you can make a big impact. If you have an entrepreneurial spirit backed up with the substance as a BD expert, you can be front and centre in the next phase of our journey.



## How to apply

ARCH Artifex has recognised the strategic importance of this role to their business and have invested in a full search campaign through working exclusively with Executive Search Firm Seldon Rosser to canvass the market for exceptional talent.

To express your interest in this opportunity please email [katie@seldonrosser.com](mailto:katie@seldonrosser.com) with a copy of your resume in word format and a covering letter that outlines your relevant experience for this position.

If you would like additional information, please contact Katie Rosser on +61 424 944 997.