

## Position Description

### Regional Area Manager

<b>Unit:</b>	Client Relations
<b>Classification:</b>	Level AO5
<b>Contact:</b>	Senior Manager Client Engagement & Communications Manager Client Relations
<b>Location:</b>	North Queensland - Townsville

### About QRIDA

The Queensland Rural and Industry Development Authority (QRIDA) is a specialist provider of government grants, loans, advisory support and farm debt services to rural and regional Queensland.

We have been helping primary producers make a start in agriculture, improve sustainability and profitability, recover from natural disaster and other challenges for almost 25 years.

As the Queensland Government's experts in rural finance, we manage a host of programs to support the agricultural sector, but increasingly we're doing more in many other sectors.

Our vision is to foster growth, sustainability and economic development in rural and regional communities by providing proactive, responsible and reliable financial services and assistance. There are four values and behaviours that underpin our culture:

- Dedicated to our Stakeholders
- Committed to Excellence
- United Agile, Honest and Fair and
- Creating Value for Queensland.

To see what we are working on now visit our website at [www.qrida.qld.gov.au](http://www.qrida.qld.gov.au)

## Purpose of Position

The purpose of this position is to:

- Provide a professional and personalised service to existing and prospective QRIDA clients in the region in relation to their applications for financial assistance;
- Establish effective working relationships with key stakeholders in the region including industry, business, government, media and professional services;
- Undertake regional marketing and communication activities to achieve organisational outcomes and promote QRIDA and its programs with clients, stakeholders and industry.

## Key Responsibilities

The responsibilities and duties undertaken by the role include, but are not limited to:

### *Client support:*

- Achieve set targets for client applications, business growth and stakeholder engagement;
- Undertake financial analysis (including problem definition, exploring options, implementation, analysis and reporting) with client, with a high degree of professional independence, ensuring compliance with relevant program guidelines;
- Undertake client consultations relating to QRIDA's products and services and during annual loan reviews.

### *Marketing and business development:*

- Ensure target audiences are aware of scheme-related deadlines and requirements;
- Represent QRIDA at trade displays, conferences and shows, public seminars and community events including giving presentations;
- Develop and implement regional marketing strategies to support organisational and scheme marketing objectives;
- Liaise as directed with regional media on local issues;
- Develop networks and consult with key regional stakeholders including government agencies, industry groups, business, media and professional service firms to promote awareness of QRIDA's products and services.

### *Regional insights:*

- Research and investigate the impact of local or regional industry issues and practices to assist with scheme development and/or implementation;
- Prepare monthly reports outlining, achievements, regional issues and relevant economic and seasonal conditions;
- Provide feedback on scheme guidelines and other material to ensure the effective implementation of schemes;
- Provide input into monitoring and evaluation of and reporting procedures for schemes;

- Undertake specific projects as directed, in response to unexpected events and new schemes;
- Contribute towards the effective management of the business unit's resources and information in accordance with QRIDA's governance and policy frameworks, including but not limited to risk management, work health and safety and records management;
- Other duties as directed by the Manager Customer Relations

## Skills, Abilities and Knowledge

### *Skills and Abilities:*

- Financial:
  - Ability to provide guidance to clients on financial eligibility criteria for QRIDA schemes;
  - Ability to conduct financial analysis and interpretation of financial statements, budgets and cash flows.
- Marketing:
  - Extensive ability to promote QRIDA's programs and services to potential and existing clients and stakeholders;
  - Ability to provide efficient customer service;
  - Ability to build and maintain effective, strategic referral networks
- Communication:
  - Excellent written, oral communication and negotiation skills;
  - Advanced presentation skills using a range of visual aids and techniques;
  - Ability to communicate effectively with media.
- Interpersonal:
  - Strong interpersonal skills, including the ability to discuss controversial scheme issues with angry or distressed customers; Empathetic
- Digital literacy:
  - Experience in Microsoft Word, Excel, Outlook, PowerPoint;
  - Ability to rapidly acquire knowledge of and skills to utilise QRIDA's computer-based assessment application.
- Personal management:
  - Excellent time management and organisational skills;
  - Ability to effectively co-ordinate projects as required;
  - Decisive

*Knowledge:*

- Knowledge of QRIDA's role and strategic direction;
- Ability to rapidly acquire working knowledge of scheme guidelines;
- Understanding of assessment procedures and decision processes used to administer schemes;
- Knowledge of the fundamentals of banking and finance practices, including credit policies, procedures and securities;
- Knowledge of the content of financial statements and how cash flow statements are prepared;
- Knowledge of rural and small business industries.

## **Mandatory Requirements**

Current valid driver's license.

## **Highly Desirable Requirements**

Tertiary qualifications in agricultural, financial or relevant commercial fields. Qualifications in related fields including marketing, communications, whilst not essential, are desirable.

## **Primary Delegations and Accountabilities**

Nil

## **Additional Factors**

This role involves considerable travel (primarily by car) throughout the officer's designated region. The successful applicant will be required to stay overnight (or for several nights) in locations throughout the officer's designated region and in Brisbane. Some weekend and after-hours work is required to attend community events, trade shows and similar events or to operate in community recovery in disaster affected areas.

## Selection Criteria

You will be assessed on the basis of your relevant capability and capacity for the following selection criteria, which link directly back to the key responsibilities for the role.

- SC1** Thorough knowledge, or the ability to rapidly acquire thorough knowledge of legislation, guidelines and procedures relating to financial and other programs administered by QRIDA, including financial analysis of client applications to meet program eligibility requirements.
- SC2** Demonstrated high-level interpersonal skills including the ability to effectively communicate and consult with clients and other stakeholders.
- SC3** Extensive knowledge of rural industries and small business enterprises and, within this context, the ability to provide relevant information and analyse the feasibility of applications/submissions.
- SC4** Demonstrated organisational skills, including the ability to work autonomously and schedule appointments throughout a wide regional area.
- SC5** Demonstrated knowledge and experience in a marketing and communication role, combined with a proven ability to assist with the coordination and implementation of marketing and communication strategies and projects

## Reporting Relationships

- Reports to:** Senior Manager, Client Engagement & Communications
- Supervises:** No direct reports
- Internal Contacts:** Management teams and all QRIDA business units and staff
- External Contacts:** Government Departments/Authorities, industry groups, producers, external stakeholders.

## Working at QRIDA

Joining our passionate team means an opportunity to learn, further your career, have your ideas heard and make a difference for rural and regional Australians every day.

Our team enjoys flexible working arrangements, employee assistance and benefits programs, rewarding training opportunities, and a healthy balance between work and life commitments.

QRIDA is a small organisation of just over one hundred employees. We value diversity in our community and work hard to foster an environment of inclusivity and trust.

[Learn more about what it's like to work at QRIDA on our careers page.](#)