

COMMERCIAL MANAGER

Reporting to:	General Manager
Location:	TUSA Hobart – ability to travel Statewide as required
Employment Type	TUSA Level 5, Part-Time (0.8 FTE)
Date:	June 2025

1.0 Position Summary

The Commercial Manager plays a critical role in advancing the commercial interests of TUSA, including, but not limited to, the planning, feasibility testing, stakeholder engagement, and early-stage implementation of commercial projects. They will be instrumental in establishing and leading TUSA's commercial strategy, with a focus on developing sustainable revenue streams that align with TUSA's values.

The role involves:

- Leading commercial feasibility and business planning for a new commercial enterprise.
- Providing market analysis, return-on-investment analysis and risk assessment to support decision-making.
- Developing partnerships and business models for revenue-generating services.
- Overseeing procurement, leasing, and compliance aspects of commercial initiatives.
- Supporting development of additional income streams aligned with TUSA's strategic and financial goals.

This role works in partnership with TUSA staff, TUSA's Student Leaders, UTAS stakeholders, and commercial partners to ensure the TUSA creates value for students, whilst developing and supporting TUSA's commercial aspirations. The Commercial Manager has a direct reporting relationship to the General Manager.

2.0 Key Responsibilities

2.1 Commercial Feasibility and Business Planning

- Lead the development and evaluation of commercial feasibility assessments and business plans, providing well-founded recommendations and supporting cross-functional decision-making to help the organisation achieve its long-term strategic goals.

2.2 Opportunity Identification and Development

- Identify and evaluate new commercial opportunities, including but not limited to opportunities already identified by TUSA.
- Pilot or prototype commercial initiatives with a focus on financial sustainability and student benefits.
- Ensure that commercial opportunities protect both student and TUSA interests, and that mitigation plans are in place for any foreseeable risks to either TUSA, its staff, or students.

2.3 Building Commercial Frameworks

- Work with the General Manager and Governance Officer to establish policies, processes and governance structure for commercial activities.
- Create business models and pricing strategies that balance revenue generation with affordability and accessibility for students.
- Design key performance indicators (KPIs) and success metrics to measure commercial initiative impact and success over time.

2.4 Execution and Reporting

- Execute commercial ventures following feasibility studies and pilot testing, managing revenue, staff, and any commercial agreements made with external partners (if applicable).
- Work toward long-term success of multiple business ventures and regularly report on these ventures to both the TUSA Team and the Board of Management.

2.5 Leadership

- Provide leadership, mentoring and career development support to both student representatives and staff members, ensuring an organisational culture where people thrive.
- Work closely with the General Manager and other members of the TUSA team in the development and delivery of a strategic plan for TUSA that sets the future direction for the organisation, meeting current and future needs of students and other stakeholders

2.4 All Staff

- Practice and demonstrate safe work practices to ensure the wellbeing of staff, students and other stakeholders.
- Undertake other duties commensurate with the level of the post as required and which the General Manager shall from time to time determine.

3.0 What the Job Requires (Success Profile)

3.1 Attributes & Behaviours

- STUDENT LED – understands and empathises with the needs and aspirations of students; maintains constant focus on improving student experience and

makes decisions informed by student insight and based on creation of value for the students.

- **CONNECTED** - demonstrates drive to develop open, honest and mutually beneficial relationships with all stakeholders in order to positively impact the organisation; Able to build wide and effective networks of contacts inside and outside of TUSA.
- **BOLD** - Seeks opportunities to transform the business and supports others through the change process; produces new and innovative ideas, approaches and insights and produces a range of solutions to problems.
- **EFFECTIVE** - seeks to use their attributes to their utmost to enable TUSA to deliver on strategic goals while empowering students to learn and grow; sets clear direction and standards and delivers performance by empowering & developing others and recruiting talent.
- **KIND** - builds capacity by listening and building an understanding of others and then investing in their development; able to adapt own interpersonal style and show sensitivity to different cultures or backgrounds.

3.2 Experience & Qualifications (Selection Criteria)

Essential:

- Completion of tertiary qualifications in Business or another relevant discipline and extensive senior management experience; or an equivalent combination of extensive experience and expertise.
- Demonstrated experience in developing and delivering successful commercial strategies within mission-driven or values-based organisations.
- Extensive knowledge of relevant legislation, policy frameworks, and operational practices essential to the planning, negotiation and execution of complex commercial projects.
- Highly developed commercial acumen with a demonstrated ability to identify strategic opportunities, mitigate risks, and drive long-term financial sustainability.

- Demonstrated capacity for high-level self-management and accountability, with advanced project leadership skills, sound judgment, and a proactive, solutions-focused approach.
- Exceptional written, verbal and interpersonal communication skills, with extensive experience in developing policy, procedures and high-quality documentation for a range of audiences.
- High personal integrity and a commitment to upholding transparency, equity, and social responsibility in all aspects of work.
- Demonstrated strength in building, influencing and maintaining productive relationships with clients, partners, colleagues and key stakeholders at all levels.

Desirable:

- Enthusiasm for and experience in working with students and/or young adults preferably in the tertiary education environment.
- Knowledge of student association services within the tertiary education environment, or not for profit community groups.
- A current driver's license.

4.0 Relationships

Key Relationships Internal:	TUSA Executive Team
	TUSA Staff (all regions and states)
	TUSA Elected and Recruited Student Representatives
Key Relationships External:	UTAS TBC (any relevant teams)
	UTAS College, Faculty & Schools staff
	TUSA Suppliers & Service Providers
	Key sector, industry, regulatory, community, and government stakeholders