

## Head of Global Ambassador Program

The true value of meetings is in the opportunity to exchange extraordinary ideas. To collaborate, ignite genius and experience a challenging meeting of minds. That's the business of BESydney.

Supported by government, industry and academia, we bring the world's thinking to Sydney and NSW - where our remarkable city and its people provide the environment needed to generate genuine progress.

BESydney promotes Sydney as the pre-eminent business visitor destination in the Asia Pacific and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities.

Do you have senior leadership experience, strong strategic planning skills, and a record of building high-value partnerships with C-level industry, Government and academic networks?

### **The opportunity:**

BESydney's Global Ambassadors represent some of Australia's most distinguished and influential figures, collaborating with us to identify and secure high-impact international meetings for Sydney. This network includes leaders from business, industry, and the community, as well as pioneering researchers and university Vice-Chancellors. Their expertise spans key growth sectors including technology, advanced manufacturing, health and life sciences, professional services, science, and beyond.

BESydney is significantly enhancing its Global Ambassador Program and is offering a part-time (4 days/week), fixed-term senior leadership role as Head of the Global Ambassador Program. Reporting to the Chief Client Officer and joining the leadership team, this position will lead strategy, engagement, outcomes, and related investment for this key network.

This role will include:

- The strategic review and development of BESydney's Global Ambassador program, focusing on Ambassador engagement and outcomes derived from the network.
- Leveraging the Ambassadors' international networks and travel to further BESydney's business development and global bid opportunities.
- Managing the selection, induction and communication protocols with Ambassadors.
- Working closely with BESydney's multi-industry teams and connecting appropriate Ambassadors to the bid pipeline to drive opportunities.
- Working with Sector Heads to bring Ambassadors together for workshops and roundtables to progress sector strategy, bid opportunities and advocacy.

- Identifying engagement opportunities for the members of the Ambassador program and NSW Government to interact, develop deeper understanding of key policy, projects and precincts.
- Serve as a senior project member of the annual Global Ambassador Dinner, incorporating the Australia Oration and lead private sector investment through sponsorship.

**More about you:**

- Degree qualified from an academic institution (or equivalent), with post graduate qualifications desirable.
- 10+ years' proven experience in strategy development and execution.
- 10+ demonstratable experience in strategic C-level external engagement within public and private sector organisations.
- Proven experience working with leading academic institutions and senior leadership.
- Proven experience in high-value sponsorship and partnership development.
- A strong client-service mentality and a deep commitment to integration across the organisation, our members and our wider group of stakeholders.
- Strong written and verbal communication skills, with an eye for detail.
- Experience in working with or strong understanding of the association/not-for-profit sector.
- Established senior level corporate and academic networks in Sydney (desirable).
- Understanding of, and interest in, broad national and international cultural, economic, business and social trends.

It's great, but not required, if you have:

- An NFP and / or academic background
- Experience in agile way of work
- Social media and Salesforce experience

**What's in it for you:**

At BESydney, we value our people and provide an excellent work culture and Employee Value Proposition that includes:

- Flexible work arrangements.
- Generous leave entitlements.
- Ongoing professional development opportunities.

This is a fixed term contract, ending 30 June 2027. If you are a senior professional who thrives in a fast-paced global work environment, we want to hear from you.

At BESydney, we strive to bring out the best in our people by providing a diverse and inclusive workplace for ALL. We want everyone to feel comfortable and safe in bringing their whole self to work.

We are passionate about what we do! We work collaboratively to achieve our goals, and we want our

We aim to provide an inclusive workplace for all, and we encourage you to bring your perspectives, experience and background.

If there are any adjustments you may require to our recruitment process or the role itself, let us know.

We encourage Aboriginal and Torres Strait Islander peoples to apply.

**Please note that only shortlisted applicants will be contacted.** CVs will be kept on file for potential future opportunities.

**No recruiters please.**