

SSCAR14 Specification Consultant

1. Job role

TCF sub-sector	Carpet and Textile Floor Covering Manufacturing
Functional area	Sales, Marketing and Customer Solutions
Job role	SSCAR14 Specification Consultant
Job role description	Provides technical advice and product specification support to architects, designers, builders and commercial clients, ensuring carpet products meet performance, compliance and design requirements. In Australia's carpet manufacturing industry, the Specification Consultant plays a critical interface role between manufacturing and the market. The role involves promoting products, interpreting technical requirements, and ensuring that specified carpet solutions align with project needs, Australian standards and environmental expectations. The consultant works closely with product development, sales, and customers to recommend suitable materials, constructions and finishes, supporting successful project outcomes in commercial, residential and industrial applications.
Performance expectations	• Securing product specifications in commercial and project-based environments • Providing accurate technical advice and product recommendations • Ensuring compliance with standards and project requirements • Supporting customer relationships and satisfaction • Promoting product capabilities and innovations • Maintaining up-to-date knowledge of products and standards • Supporting sales and business development outcomes • Ensuring accurate documentation and communication
Specialisation	Commercial flooring specification, sustainability certifications, acoustic and performance requirements, large-scale project consulting
Application in other sectors	• Building materials and construction products • Interior design and architecture • Automotive and industrial materials specification • Commercial product sales and consulting • Any specification-driven sales environment

2. Key tasks and critical work functions

Key tasks	• Engaging with architects, designers and clients • Providing product recommendations and technical advice • Preparing specifications and documentation • Interpreting project requirements and standards • Conducting product presentations and demonstrations
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	- Supporting tender and bid processes - Maintaining client relationships and accounts - Monitoring project progress and outcomes
Critical work functions	- Ensuring correct product specification for project requirements - Aligning product capabilities with customer needs - Supporting compliance with standards and regulations - Driving product adoption and market penetration - Maintaining strong client relationships - Supporting successful project delivery - Enabling feedback loop to product development teams

3. Technical skills

Product knowledge	Understanding carpet constructions, materials and performance
Specification writing	Preparing detailed technical specifications
Standards compliance	Applying Australian standards and regulations
Application knowledge	Understanding end-use environments and requirements
Presentation skills	Delivering product demonstrations and technical briefings
CRM systems	Managing client interactions and project data
Documentation	Preparing reports, specifications and proposals
Market analysis	Understanding trends and customer requirements

4. Generic Skills

Communication	Engaging effectively with clients and stakeholders
Relationship management	Building and maintaining client networks
Problem solving	Recommending solutions to meet project requirements
Time management	Managing multiple projects and deadlines
Negotiation	Supporting specification and sales outcomes
Adaptability	Responding to changing project needs
Professionalism	Representing organisation in external environments

5. Emerging skills

Emerging skills	- Sustainable product specification and green building standards - Digital specification platforms and BIM integration - Data-driven customer insights - ESG and lifecycle analysis in materials selection - Integration with digital sales and CRM tools - Advanced acoustic and performance modelling
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6. VET Qualifications and Skill Sets

Entry-level preparation	No qualification
Advanced development	Bachelor's in design, architecture, construction management, interior design or business

7. Job progression

Possible job progression	Sales/Technical Role → Specification Consultant → Senior Consultant → Specification Manager → National Sales or Business Development Manager
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8. Classification

Australian Qualifications Framework	Level 4-6
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2-3
Open Source Classification of Occupations for Australia (OSCA)	Technical Sales Consultant / Specification Consultant



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