TextileWorks, a part of ForestWorks, is providing support for the management of this JSC project as part of our collaborative partnership with Skills Insight.

CS41 Partnerships and Business Development Coordinator

Disclaimer

These Occupational Frameworks and Skill Profiles have been developed as workforce planning, occupational mapping and skills reference resources for the Australian textile, clothing and footwear (TCF) industry. They are intended to describe the typical functions, responsibilities, skills and capabilities associated with occupations across the industry.

These documents are not intended to replace or override industrial instruments or employment arrangements, including awards, enterprise agreements, employment contracts, position descriptions, classification structures, licensing or regulatory requirements, or other statutory obligations. Where differences arise, the relevant industrial, legislative or regulatory requirements take precedence. The Skill Profiles should be used as complementary reference documents to support workforce planning, career development, training and skills recognition.

1. Job role

TCF sub-sector	Cross sector
Job role	CS41 Partnerships and Business Development Coordinator
Job role description	Develops and manages partnerships to grow revenue and market presence for manufacturing and processing enterprises in the Textiles, Clothing and Footwear Industry. Responsible for establishing relationships with retailers, manufacturers, fashion brands, corporate clients, uniform providers, and community organisations. Typically present in medium enterprises or franchise networks.
Performance expectations	• Secure new partnership agreements. • Increase business referral channels. • Maintain strong stakeholder relationships. • Meet revenue growth targets. • Identify new market opportunities. • Support brand positioning and visibility.
Specialisation	• Retail and fashion brand partnerships. • Corporate uniform contracts. • Community and event partnerships. • Sustainability and circular fashion initiatives. • Multi-site franchise coordination.
Application in other TCF sectors	Transferable to apparel manufacturing sales, footwear production marketing and retail business development roles.

2. Key tasks and critical work functions

Key tasks	• Identify potential partnership opportunities. • Develop proposals and service agreements. • Negotiate terms and pricing structures. • Coordinate onboarding of new partners. • Monitor partnership performance metrics.

	• Maintain Customer Relationship Management (CRM) records and reporting. • Support marketing and promotional campaigns.
Critical work functions	• Maintaining strong stakeholder relationships. • Ensuring contractual compliance. • Aligning service capability with partner needs. • Monitoring revenue and margin performance. • Protecting brand reputation. • Maintaining accurate partnership documentation. • Supporting long-term strategic growth.

3. Technical skills

Business development planning	Identifying and pursuing growth opportunities.
Contract negotiation	Developing and negotiating service agreements.
CRM system management*	Tracking partnership activity and performance.
Market analysis	Assessing industry trends and opportunities.
Financial analysis	Evaluating partnership profitability.
Presentation skills	Preparing proposals and pitch materials.

*Technical skills identified as emerging skills in TCF industry.

4. Generic Skills

Communication	Build professional external relationships.
Negotiation	Reach mutually beneficial agreements.
Strategic thinking	Align partnerships with business goals.
Problem solving	Resolve partnership challenges effectively.
Organisation	Manage multiple partnership streams.
Initiative	Proactively identify new growth opportunities.

5. Emerging skills

Emerging skills	• Circular economy partnership models. • Digital marketing integration. • Sustainability reporting alignment. • Multi-channel service delivery partnerships.

6. VET Qualifications and Skill Sets

Entry-level preparation	BSB40820 Certificate IV in Marketing and Communication or equivalent.
Advanced development	BSB50620 Diploma of Marketing and Communication or equivalent.

7. Job progression

Possible job progression	Partnerships and Business Development Coordinator → Business Development Manager → Operations Director.

8. Classification

Australian Qualifications Framework	AQF Level 4–5.
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1.
Open Source Classification of Occupations for Australia (OSCA)	112132 Business Development Manager.

Skills Insight

JSC Jobs and Skills Council
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