

Position Description

Position Title:	Business Development and Marketing Manager
Service Area:	Business Services
Classification:	<i>Social, Community, Home Care and Disability Services Industry Award 2010</i> Level 6
Location:	3 Powell Lane, Charters Towers, Qld, 4820.
Reporting To:	Chief Executive Officer
Direct Reports:	Community Development Officers; NDIS Supports Coordinators.
Issue Date:	08 June 2019.

Position Context

Prospect Community Services Ltd. is a non-profit organisation managed by a Board of enthusiastic, community minded people. The organisation endeavours to identify, promote and develop the interests and needs of the Charters Towers community through the provision of a diverse range of programs and services.

The Business Development and Marketing functions sits within the Business Services arm of the organisation, responsible for the development of its overall sales and revenue generation and maximisation, marketing and communication, and stakeholder engagement strategies and initiatives.

Position Purpose

As a member of the Prospect Community Services Ltd. Leadership Team, the Business Development and Marketing Manager will be responsible for management of the organisation's overall marketing and business development functions, including strategic planning, business development and growth, marketing and communication, relationship management, proposal/tender/funding application management, and design and execution of business development, marketing, and stakeholder engagement strategies, plans, and activities. The Business Development and Marketing Manager will also be the guardian of the Prospect Community Services Ltd. brand and ensure the image promoted to the community and related stakeholders reflects the high quality of service provided by the organisation. The Business Development and Marketing Manager performs a "hands-on" role in the organisation.

Position Responsibilities

The Business Development and Marketing Manager is responsible and accountable for

1. Developing, implementing, managing, monitoring, reviewing, and revising Strategic Plan-aligned business development, marketing (including social media marketing and communication), and stakeholder engagement strategies and plans to enable the sustainable growth of Prospect Community Services Ltd.
2. Maximising revenue for Prospect Community Services Ltd. through funding, and fee-for-service and user-pay arrangements.
3. Implementing revenue management strategies and processes (including effective pricing strategies) in order to optimise and maximise organisational revenue.

4. Actively identifying and pursuing new revenue generation opportunities.
5. Researching, developing, and managing grant applications and associated revenue-generating processes on behalf of Prospect Community Services Ltd.
6. Building on Prospect Community Services Ltd. fundraising opportunities through the development and execution of sponsorship and donation plans.
7. Identifying and leveraging opportunities for campaigns, services, and distribution channels to generate increased sales for Prospect Community Services Ltd.
8. Fostering and sustaining strategic partnerships and relationships with government, clients (including prospective clients), providers (including allied health providers), sectoral and industry stakeholders, and the broader community (including relationships with external agencies and suppliers in relation to marketing, communication and business development initiatives).
9. Actively promoting and marketing Prospect Community Services Ltd.'s programs and services through a variety of activities, and ensuring the organisation is at all times viewed as a reputable, professional provider of high-quality community services.
10. Attending and participating in conferences, professional association meetings, and other networking events and activities to promote the Prospect Community Services Ltd. brand, and its programs and services.
11. Developing, managing, and maintaining a current, complete suite of high quality communication resources and collateral in a variety of formats and media to market and promote Prospect Community Services Ltd. across multiple audiences (including the organisation's websites, online content, and e-marketing and social media tools and activities).
12. Developing, managing, and maintaining brand standards and guidelines across Prospect Community Services Ltd.
13. Working collaboratively with stakeholders to design, plan and manage the delivery of an annual calendar of organisational and community events and projects.
14. Providing timely strategic advice to the Chief Executive Officer relating to organisational marketing, business development (including funding acquisition), partnerships, and stakeholder engagement.
15. Proactively and collaboratively engaging with Leadership Team members and other internal stakeholders to execute the organisation's strategic plan.
16. Developing, implementing, and maintaining the accuracy and currency of business development, marketing (including social media marketing and communication), and stakeholder engagement systems, policies and procedures in line with organisational Quality Management System requirements.
17. Leading, mentoring, and building the capability of direct reports to ensure achievement of their key deliverables.
18. Developing, maintaining and submitting (as required) complete, accurate, and current business development and marketing records and reports in accordance with organisational policies and procedures.
19. Managing and monitoring a business development and marketing budget.
20. Creating and sustaining effective continuous improvement, risk management, healthy and safe work, and organisational development environments and cultures within the Business Development and Marketing business area.

21. Maintaining a current working knowledge of relevant legislation, regulations, codes, frameworks, and standards impacting the business development and marketing functions.
22. Implementing safe systems of work and safe work procedures, managing risks so far as is reasonably practicable, and continually improving safety standards, performance, and practices within their area of control.
23. Complying with, and ensuring compliance with, all related legislation, regulations, standards, codes, guidelines, and quality frameworks.
24. Adhering to and implementing Prospect Community Services Ltd. policies, procedures, and guidelines.
25. Positively modelling and influencing a workplace culture of gender equality, respect, safety and support, and demonstrating commitment to the prevention of violence against women, men and children.
26. Undertaking such other reasonable tasks, duties, and projects as instructed by Prospect Community Services Ltd.

Key Performance Measures

- Business development, marketing (including social media marketing and communication), and stakeholder engagement strategies and plans are developed, implemented, managed, monitored, reviewed, and revised in a timely manner to achieve strategic goals.
- Established revenue targets are consistently met or exceeded.
- Prospect Community Services Ltd. websites and online content are always current, accurate, and brand-aligned, and social media accounts are effectively used to maximise brand reach and engagement.
- Brand standards are established and consistently maintained by all stakeholders across the organisation.
- Organisational events and projects are always professionally planned, executed, and evaluated.
- Organisational systems, policies, procedures, and guidelines are consistently implemented, managed, monitored, and complied with to ensure quality work performance and service delivery, and provision and maintenance of a safe and healthy work environment within area of control.

Organisational Relationships

Internal: Board members; Leadership Team members; employees and volunteers.

External: Clients (existing and prospective); Government Departments, agencies, bodies, and representatives (Commonwealth and State); other funding bodies and organisations; industry and sectoral organisations, bodies, and representatives; community networks, organisations, and representatives; community members; allied health organisations and practitioners; other service providers.

Key Selection Criteria

Qualifications and Experience

- **PREFERRED:** Tertiary qualification in Business, Commerce, or related discipline (e.g. sales and marketing, revenue and yield management, finance, communications, public relations).
- **ESSENTIAL:** Demonstrated experience (minimum three (3) years) in sales and marketing for a high-profile brand in a competitive marketplace, including proven experience in:

- Sales, marketing, and stakeholder engagement strategy and plan development and execution;
- New business prospecting, development and acquisition, and existing client base retention;
- Revenue or yield management;
- Meeting and exceeding sales targets; and
- Communication management for multiple audiences, including website, online content, e-marketing and social media management.
- **PREFERRED:** Proven sales and marketing experience in a community services, social services, health, or related industry context.

Skills and Attributes

- Proficient revenue manager skilled in developing and implementing pricing strategies, creating promotional plans to increase revenue, forecasting pricing and revenue based on demand and market trends, and producing the most efficient business mix whilst maximising revenue and rate.
- Strategic relationship and network builder and manager.
- Effective influencer and negotiator driven to achieve desired business outcomes.
- Highly-articulate communicator (written and verbal) across contexts and stakeholders; exceptional presenter and facilitator.
- Critical, creative, and strategic thinker and prudent advisor who analyses risks, makes sound business decisions, and innovatively solves problems.
- Fiscally-responsible business partner, with sound financial acumen and literacy skills.
- Pragmatic, solutions-focused, and outcomes-oriented problem-solver and change agent who is able to work both independently and in a team environment.
- Collaborative and inclusive leader with exceptional people management and capability-building skills, and commitment to observing and implementing work health and safety (WHS) requirements.
- Proficient user of the Microsoft Office suite of products and client relationship management (or similar information management) software.
- Multi-tasker with high-level prioritisation, time and personal management skills and acute attention to detail; able to meet deadlines.
- Highly-skilled project manager capable of producing quality deliverables on time and within budget.
- Ethical practitioner with strong personal credibility and high-level interpersonal skills.

Mandatory Requirements

- Current Queensland Driver Licence.
- Possession of, or eligibility to obtain, a current, valid Blue Card Positive Notice (Working with Children Check) and/or NDIS worker screening check.
- Possession of, or eligibility to obtain, a current Yellow Card Prescribed Notice (Criminal History screening)
- (Pre-employment) National Criminal History Check / National Police Certificate.

Performance Appraisal

This position is subject to:

- Probationary performance appraisals at or before the end of each of the incumbent's second, fourth, and fifth months of employment; and
- Annual performance appraisals on the anniversary of employment.

Note

It is not the intention of this Position Description to limit the scope, responsibilities, or accountabilities of the position but to highlight its key aspects. These aspects may be altered in accordance with the changing requirements of the role.

Certification

Employee

I hereby acknowledge that I have read, understood, and agree to comply with this Position Description. I accept all position requirements, including its responsibilities and key performance indicators which may be altered in accordance with the changing requirements of the role.

Name

Signature

Date

Direct Supervisor

I certify that this Position Description is an accurate representation of the current requirements of the role.

Name

Position

Signature

Date