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32 South Parade, CAMPSIE NSW 2194
PO Box 234 CAMPSIE 2194
Ph: 9718-6199 Fax: 97892392
admin@multiculturalagedcare.org.au
www.multiculturalagedcare.org.au

DATE: March 2017

Marketing and Business Development Manager Position Description

Reports to: CEO

Hours: Full Time, 38/week

Status:

Permanent

Salary: *In accordance with applicant's skills, knowledge and experience. Generous salary packaging facility is available.*

Organisation Overview:

Multicultural Aged Care Inc. (MAC) is a non- government, not-for-profit, secular community-based organisation that specialises in providing person-centred, consumer directed home care services to frail-aged people and their carers from culturally and linguistically diverse (CALD) backgrounds. These services assist frail older people to live independently in their homes with dignity and enjoy quality of life as long as possible. They also contribute to the support and maintenance of caring relationships between carers and care recipients by providing assistance to the carers. MAC consumers are from many diverse cultures and social backgrounds and we ensure they are treated with respect and that their privacy, comfort, health and wellbeing are primary considerations.

The Home Care programs, including Home Care packages, Short Term Restorative Care packages, and Commonwealth Home Support Program services like domestic assistance, personal care, flexible respite, transport, Allied Health and therapy services; and Centre based day respite and outings program, aim to:

- assist people to remain living at home for as long as possible through enabling independence and supporting their care needs;
- enable consumers to have choice and flexibility in the way that care and support is provided at home;
- enable carers to maintain their caring relationships with care recipients by providing respite, access to information and other appropriate support.



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MAC receives funding from the Australian Government Department of Health to provide our services.

Role Description/Purpose Statement:

The Marketing and Business Development Manager reports to the CEO. It supports in achieving revenue goals by marketing; developing, building, and strengthening long-term relationships with individuals, families and referral sources; and by identifying and driving new business opportunities. The position will develop and implement a business development strategy including sales activity, developing partnerships, public relations and online activities, to promote Multicultural Aged Care and its services.

This position will play a role in guardianship of the 'brand' and ensuring the image promoted to the community reflects the high quality level of service provided by the organisation. The role will lead by example to affirm Multicultural Aged care's commitment to a customer-focused culture, positively and constructively representing the organization in all opportunities and ensuring client satisfaction is always the priority for the organization.

Key Relationships:

- CEO
- Manager, Client Services
- Financial Controller
- Care coordinators



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Key Accountabilities:

1. Strategic Direction

- Shared responsibility for development and implementation of a business development plan to contribute to long-term sustainability and growth of Multicultural Aged Care.

2. Opportunities and Partnerships

- Drives long-term business development strategy by identifying new opportunities and fostering strategic key relationships.

3. External Liaisons and Public Image

- Promotes and market Multicultural Aged Care's programs and services and ensures the organisation is viewed as reputable, professional and delivering high quality services to the community

4. Values and Conduct

- Positively and constructively represents Multicultural Aged Care in all opportunities, role modeling the Code of Conduct and actively supporting the mission, vision and values.



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KRA 1: Strategy and Planning	Key Activities	Measures
<p>Shared responsibility for development and implementation of a business development plan to contribute to long term sustainability and growth of Multicultural Aged Care.</p>	<ul style="list-style-type: none"> ▪ Develop a business development and engagement plan for MAC. ▪ Work with Program/case Managers to define program models. ▪ Conduct research to clearly define target groups. ▪ Implement agreed BD and engagement plans and monitor performance – provide regular reports to CEO as directed. ▪ Development of annual BD work plans ▪ Prepare partnerships and referral streams for home care services ▪ Maintain currency of business development resources information for tenders and other strategic documents 	<ul style="list-style-type: none"> ▪ Business development plan developed ▪ Program models developed and reviewed in consultation with Program Managers ▪ Research completed defining target groups ▪ Progress reports provided to CEO in agreed timeline ▪ Work plan developed ▪ Library of resources developed ▪ Completed systems training as set out in Induction and Training plan



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KRA 2: Opportunities and Partnerships	Key Activities	Measures
<p>Drives long term business development strategy by fostering key strategic relationships.</p>	<ul style="list-style-type: none"> ▪ Establish, drive and implement a long term business development strategy for sustainable growth ▪ Engage with Senior Management in the development of new opportunities ▪ Identify, prepare, drive and bring to fruition new business opportunities ▪ Foster, build and maintain key strategic relationships with internal and external stakeholders ▪ Develop referral pathways into the service for referrers such as GPs, discharge planners and social workers ▪ Develop opportunities and strategies for engagement with key referral partners. ▪ Develop strategic partnerships and networks to drive business growth ▪ Identify government and industry opportunities ▪ Prepare, research, write, submit and monitor expressions of interest, proposals, tenders and grant applications ▪ Prepare reports and presentations for business development opportunities with internal and external stakeholders 	<ul style="list-style-type: none"> ▪ Business development plan developed ▪ ...referrals per week (govt programs) ▪referrals per week (commercial) ▪ partnership agreements annually ▪ ... grant applications per month ▪ \$..... funding secured through grants ▪ New funding sources identified ▪ Reports provided as requested ▪ Presentation templates developed ▪ ... phone calls per week with prospective partners/referrals ▪ ... face-to-face visits per week with prospective partners/referrals



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	<ul style="list-style-type: none"> ▪ Regularly attend meetings and make presentations with the purpose of driving business, to key influencers and potential partners within the aged care sector ▪ Monitor aged care competitors, market conditions and product development within the industry ▪ Assist in the management of supplier relationships 	
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KRA 3: External Liaisons and Public Image	Key Activities	Measures
<p>Promotes Multicultural Aged Care’s programs and services and ensures the organisation is viewed as reputable, professional and delivering high quality services to the community</p>	<ul style="list-style-type: none"> ▪ Liaise with other relevant managers to identify strategies for promoting the services to the community, local community organisations and programs, funding bodies, and any prospective clients ▪ Provide input to marketing activities and requirements ▪ Promote Multicultural Aged Care as a brand through various marketing activities, public relations, and community engagement activities. ▪ Work with Manager, Client Services to develop suite of resources, regular client Newsletters and collateral 	<ul style="list-style-type: none"> ▪ Strategies identified and developed ▪ Brand activities implemented ▪ Community engagement activities delivered ▪ Resources developed ▪ Resources reviewed and updated regularly ▪ Website up to date, Social media utilised ▪ Client Newsletter



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	<ul style="list-style-type: none"> ▪ Monitor MAC resources and collateral to ensure consistent branding and messaging is delivered to the community ▪ Work with IT coordinator to ensure the website is up to date and social media are fully utilised to promote Multicultural Aged Care as a brand ▪ Ensure all staff present professionally in all interactions with clients, carers, suppliers, partners, potential supporters and the wider community 	
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KRA 4: Values and Conduct	Key Activities	Measures
Positively and constructively represents Multicultural Aged Care in all opportunities, role modeling the Code of Conduct and actively supporting the mission, vision and values	<ul style="list-style-type: none"> ▪ Ensure your area of work effectively and actively supports Multicultural Aged Care mission, vision and values ▪ Positively and constructively represent Multicultural Aged Care to all external contacts at all opportunities 	<ul style="list-style-type: none"> • Satisfactory completion of Performance Appraisal, addressing values and conduct • Positive feedback from internal and external stakeholders: <ul style="list-style-type: none"> ○ Clients ○ Team members



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	<ul style="list-style-type: none"> ▪ Commit to and contribute to Multicultural Aged care’s customer focused culture, ensuring client needs and satisfaction are always the priority. ▪ Contribute to a workplace free of discrimination, harassment and bullying behavior. ▪ Operate as a team member to achieve team and Multicultural Aged Care goals ▪ Undertake development to achieve individual, team and Multicultural Aged Care goals ▪ Take action to prevent damage to the health and safety of self, other people and/or property. Responsible for taking prompt and correct action when actual damage occurs. ▪ Maintain confidentiality of information at all time ▪ Ethically and respectfully build and maintain effective working relationships • Adheres to and role models the Multicultural Aged Care Code of Conduct 	<ul style="list-style-type: none"> ○ Colleagues ○ Managers/Supervisors ○ Other stakeholders • Participation in employee engagement surveys
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Skills, Experience and Competencies

Essential

1. Technical Skills

- Previous Experience and proven results in a business development role within a social services, health or related industry
- Demonstrated proficiency in the use of a wide range of IT applications.
- Experience building strategic networks and relationships



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2. Communication & Interpersonal

- Highly developed communication, negotiation and analytical skills, with the ability to communicate effectively with a wide range of stakeholders and customers.
- Excellent written and verbal communication skills, including tender/submission writing
- Strong presentation and influencing skills

3. Customer Service / Focus on the client

- Demonstrated commitment to a customer focused culture and ensuring quality outcomes for clients

4. Innovation, Strategy & Vision

- A good understanding and experience in relation to contemporary issues, legislation and standards impacting on Aged Care.
- Strong business acumen and people skills
- Passion and commitment to the human services environment

5. Leadership skills

- Strong leadership skills– a team player and capacity builder
- A strong results focus

Desirable

1. Graduate or post-graduate qualifications in business, marketing, health or social services
2. Ability to speak a language other than English
3. Understanding of and experience in the Aged Care sector



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Employee Name: _____

Signature: _____

Date: _____

Manager Name: _____

Signature: _____

Date: _____