

# Position Description

Position Summary	
<b>Position Title</b>	Sales and Marketing Coordinator
<b>Program</b>	Centre for Culture Ethnicity and Health
<b>Enterprise Agreement / Award</b>	Victorian Stand-alone Community Health Services (Health and Allied Services, Managers and Administrative Officers) Multiple Enterprise Agreement 2022 – 2026 or its successor
<b>Classification</b>	HS5
<b>Reports To</b>	Manager CEH
<b>Ordinary Location</b>	23 Lennox Street, Richmond, VIC
<b>Immunisation Requirements</b>	Category C

## Organisation Profile

**North Richmond Community Health (NRCH)** is committed to making healthcare more accessible and culturally relevant. It works with community members to support social justice principles which afford all people the right to dignity, respect, and the highest quality of care. With the Victoria's first Medically Supervised Injecting Room, NRCH is dedicated to combating stigma and discrimination experienced by people who use drugs and improving their quality of life.

NRCH provides a range of medical, allied health, dental and community services to clients from all backgrounds. We also provide specialist health services in other parts of Victoria, and work with health, government and community services around the country.

NRCH recognises that secondary (vicarious) trauma in the case of front-line workers is a real risk. In addition, we recognise that the need for guidance for staff whose work may put them at risk of secondary (vicarious) trauma. We also take note of ongoing research on this issue.

Website Information: [www.nrch.com.au](http://www.nrch.com.au)

**The Centre for Culture, Ethnicity & Health (CEH)** is a unique agency offering expertise in cultural diversity and health, cultural competence, social marketing, cross-cultural communication and consumer participation and health literacy to organisations across Australia.

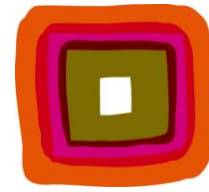
We assist other organisations to provide a high quality of service to clients from migrant and refugee backgrounds. Our clients include hospitals, government departments, local councils, health centres, community services and higher education providers. We support them with training, social marketing services, advice, resources and information.

Website Information: [www.ceh.com.au](http://www.ceh.com.au)

## Program Description

CEH is well known for its professional development with a focus on cultural competence, health literacy, plain language and language services. We have diversified our approach and now offer face to face workshops, interactive web-based workshops, eLearning modules and hybrid workshops.

Professional development is a critical component of improving the response to people from refugee and migrant backgrounds and seeks to change and enhance individual practice. Our training is based on our understanding of contemporary issues for people and agencies and grounded in our work with community.



## Position Purpose

The Sales and Marketing Coordinator will develop and implement sales and marketing strategy to grow and expand services within the relevant health and business sectors. Identifying new audiences and strategies for engagement is a key task in driving increased revenue whilst maintaining and managing relationships with key stakeholders.

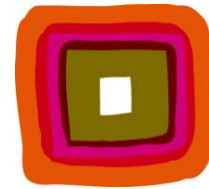
The Sales and Marketing Coordinator will require a deep understanding of the content of our material and its applicability is important in delivering both online and face to face training. Working with our trainers and Communications staff to develop coherent marketing and sales strategies, including development of collateral.

This position would suit an experienced strategic marketing and sales professional who is keen to 'give back' and work in a profit for purpose organisation that supports health equity and participation.

This is a new role for CEH and is offered on a fixed term basis and may be extended dependent on meeting pre-determined key performance indicators and outcomes. An enthusiastic quick learner will be well suited to the role and a sales target will be attached. The Sales and Marketing Coordinator plays a crucial role in driving the growth and success of a CEH. By identifying new business opportunities, building strategic partnerships, and expanding the customer base, they will contribute to the overall expansion and sustainability.

## Key Responsibilities

- Market Research: Conduct market research to identify potential new markets, customer segments, and industry trends. Analyse competition and market conditions to identify business opportunities.
- Generate leads and opportunities through various channels such as networking, cold calling, attending industry events, and utilizing online platforms. Build and maintain a robust pipeline of potential clients.
- Develop and maintain strong relationships with clients, partners, and stakeholders. Collaborate with internal teams to ensure efficient delivery of products or services to clients. This will require review and support to enhance the customer relationships management system.
- Develop business strategies and plans to drive growth and achieve revenue targets. Identify key areas for expansion and develop tactics to penetrate new markets or industries.
- Identify and pursue strategic partnership opportunities to enhance the company's capabilities and offerings. Negotiate and manage partnerships with other organizations to drive mutual growth.
- Proposal Development: Prepare and present proposals or business cases to grow the business, including potential grants or funding streams.
- Coordinate and oversee the implementation of new business initiatives or projects. Ensure successful execution and monitor progress to achieve desired outcomes.



- Develop a growth strategy focused both on financial gain and customer satisfaction.
- Arrange business meetings with prospective and existing clients.
- Promote the company's products/services addressing or predicting clients' objectives.
- Liaise with Administrative staff to create invoices for sales.
- In collaboration with other staff, keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support.
- Build long-term relationships with new and existing customers.

## KEY SELECTION CRITERIA

### Qualifications

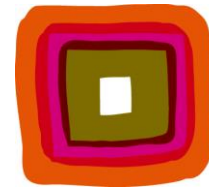
Essential	<ul style="list-style-type: none"> <li>• BSc/BA in business administration, marketing sales or related field</li> </ul>
Desired	<ul style="list-style-type: none"> <li>• MBA</li> </ul>

### Experience

Essential	<ul style="list-style-type: none"> <li>• Proven working experience as a business development manager, sales executive or similar role.</li> <li>• Proven experience and understanding of market dynamics and business principles.</li> <li>• Knowledge of customer acquisition strategies (inc business to government experience)</li> <li>• Proven sales track record.</li> <li>• Experience in customer support is a plus.</li> <li>• Proficiency in MS Office and Microsoft Dynamics.</li> <li>• Communication and negotiation skills</li> <li>• Understanding of adult learning principles</li> <li>• Time management and planning skills</li> </ul>
Desired	<ul style="list-style-type: none"> <li>• Market knowledge.</li> <li>• Understanding of not for profit, community or health sectors.</li> <li>• An understanding of migration and the process of settlement in a new country is considered positively.</li> <li>• An understanding of the social determinants of health and how they impact on service access and equity.</li> </ul>

### Attributes, Qualities and Skills

Desired	<ul style="list-style-type: none"> <li>• Ability to build and maintain relationships with clients and partners</li> </ul>
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	<ul style="list-style-type: none"> <li>• Excellent communication, negotiation and interpersonal skills</li> <li>• Analytical and strategic thinking abilities</li> </ul>
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### Required Competencies, Core Values and Behaviours

**Communication:**

- The ability to present information clearly and persuasively and seek out the ideas and views of others.
- The capacity to communicate appropriately in a variety of settings, while being consistently professional, concise and engaging.
- The ability to present well-constructed written communication.

**Problem solving:**

- The ability to coordinate information from a variety of sources; identify, define, and analyse operational problems and situations and anticipate potential roadblocks.
- Solutions focussed approach to problem solving.

**Teamwork:**

- The ability to collaborate with colleagues to seek solutions that are beneficial to all groups as well as forge successful teams among individuals with diverse perspectives and skills.
- Actively participates in team activities.
- Performs own roles and responsibilities efficiently to contribute to the program and organisation’s objectives
- Seeks feedback to ensure work is consistent with expectations.
- Identifies opportunities to do things better, develops ideas with others and assists with the implementation of routine changes.

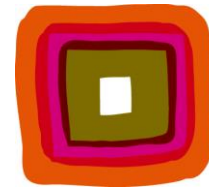
**Interpersonal Relations:**

- Understand the importance of fostering positive relationships with co-workers and relevant external organizations.
- Treat all stakeholders with dignity, respect and fairness.
- Deal with differences of opinion fairly before they escalate into conflict and seek common ground among individuals when opinions differ.

**Personal:**

- At all times, maintain a standard of conduct, reflective of the NRCH Code of Conduct, and those of relevant professional codes.
- Set annual goals for themselves in conjunction with the line manager and participates in their own annual Performance Management.
- Maintain an effective personal professional development plan.

All NRCH appointments must:



- Conduct themselves in a manner consistent with organisation's Code of Conduct, Scope of Practice, Employment Contract, Cultural Competency standards and all other policies and procedures.
- Behave in a manner consistent with organisation's values of Innovation, Embracing Diversity, Equity of Access, Organisational Learning, Respect for Others, Openness and Connectedness with our Community
- Create and provide a child-safe environment and to the participation and empowerment of children. NRCH has zero tolerance of all forms of child abuse and all allegations and safety concerns will be treated very seriously. All NRCH staff and volunteers are required to contact authorities when they are worried about a child's safety. If you believe a child is at immediate risk of abuse contact 000.
- Participate in the NRCH risk management and quality improvement systems by being aware of responsibilities to identify, minimise and manage risks and identify opportunities for continuous improvement in the workplace through communication and consultation with managers and colleagues.
- Contribute positively to a safe workplace by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.
- Adhere to NRCH infection control policies and procedures.
- Present for work on time, and follow notification guidelines when ill or late for work or applying for leave.
- Be subject to a six-month probationary period, wherein performance will be reviewed prior to the expiry of the probationary period and an ongoing employment decision will be communicated.
- Participate in annual performance reviews where all staff will have responsibility for an individually tailored work plan. All position descriptions are open to periodic review by management in consultation with staff.
- Participate in NRCH Accreditation processes as required;
- Work in the guidelines of the NRCH smoke-free environment, including within vehicles.
- Be willing to perform other duties as directed, in accordance with training, skills and experience.

**Further Information**

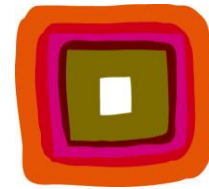
For enquiries relating to this position, contact Bernice Murphy [bernicem@ceh.org.au](mailto:bernicem@ceh.org.au) or 0422 003 476.

### Job Demands Checklist

North Richmond Community Health endeavours to provide a safe working environment for all staff. The table below describes the demands and risk factors associated with this job. Applicants must review this information to ensure they can comply with these requirements. Successful applicants will be required to sign the acknowledgment at the end of the position description to confirm their ability to perform the job demands of this position.

Frequency definitions:	
<b>I = Infrequent</b>	Activity may be required very infrequently
<b>O = Occasional</b>	Activity required occasionally, not necessarily all shifts
<b>F = Frequent</b>	Activity required most shifts, up to 50% of the time
<b>C = Constant</b>	Activity that exists for the majority of each shift and may involve repetitive movement for prolonged periods
<b>N/A = Not Applicable</b>	Activity not performed

Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	N/A
<b>Physical Demands</b>						
Sitting	Remain seated to perform tasks				x	
Standing	Remain standing to perform tasks				x	
Walking	Periods of walking required to perform tasks				x	
Bending	Forward bending from waist to perform tasks		x			
Kneeling	Remaining in a kneeling position to perform tasks	x				
Lifting/Carrying	Light lifting and carrying		x			
	Moderate lifting and carrying		x			
	Assisted lifting (mechanical, equipment, person assist)	x				
Climbing, Working at Heights	Ascending and descending ladders, steps, scaffolding					x
Pushing/ Pulling	Moving objects e.g. trolleys, beds, wheelchairs	x				
Reaching	Arms fully extended forward or raised above shoulder	x				
Crouching	Adopting a crouching posture to perform tasks					x
Foot Movement	Use of leg and/or foot to operate machinery					x
Head Postures	Holding head in a position other than neutral (facing forward)	x				
Fingers/Hand/ Arm Movement	Repetitive movements of fingers, hands and arms e.g. computer keyboarding				x	
Grasping/Fine Manipulation	Gripping, holding, clasping with fingers or hands	x				

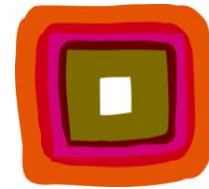


Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	N/A
Driving	Operating a motor vehicle e.g. Use of hospital cars, deliveries, visiting clients, tractor, ride on mower, forklift, bus etc.		x			
Using role specific tools/equipment	Floor Polishing Machines, Floor Scrubbing Machines and Vacuums					x

Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	N/A
<b>Psychosocial Demands</b>						
Distressed People	Highly emotional people crying, upset, unhappy, depressed. Eg. Emergency or grief situations			x		
Aggressive/ Unpredictable People	Raised voices, yelling, swearing, arguing. Eg. Drug/alcohol, dementia, mental illness			x		
Exposure to Distressing Situations	Eg. Child abuse, delivering bad news, viewing extreme injuries, viewing deceased		x			
<b>Environmental Demands</b>						
Security Concerns	Concerns about safety and security of self, accessing and leaving work, performing duties		x			
Noise	Environmental/background noise necessitates people raising their voice to be heard		x			
Confined Spaces	An enclosed or partially enclosed space that is not designed or intended primarily to be occupied by a person					x
Biological Hazards	Eg. Exposure to body fluids, bacteria, infection diseases requiring PPE	x				

## Mandatory Employment Requirements

- Police Checks:** It is a requirement of the role that the incumbent provide a satisfactory National Criminal History Check prior to employment, as well as periodic checks every three years as outlined in the NRCH Recruitment, Selection and Induction Protocol available on the intranet, as well as the Victorian Government Safety Screening Policy for funded organisations. International Police Checks will be required where the incumbent has lived overseas within the past 10 years.
- Mandatory Immunisation:** North Richmond Community Health is required to manage the risk of transmission of vaccine preventable diseases as legislated by Health Services Amendment (Mandatory Vaccination of Healthcare Workers) Bill 2020 (Vic). Consistent with this, all staff are required to demonstrate evidence of mandatory immunisations/vaccinations prior to commencement of employment, as well as participation



in on-going required immunisation programs. Immunisation requirements are determined by the risk Category an employees' position falls under, and are detailed in the NRCH Staff Immunisation Program Procedure document available on the intranet.

**I understand and have read the above Position Requirements and hereby declare that I am: Suitably qualified and experienced to undertake these duties described herein; and physically able to undertake the duties herein described without modification.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EMPLOYEE NAME:** \_\_\_\_\_