

## Position Description – Sales and Marketing Manager

### Core Detail

<b>Position Title</b>	Sales and Marketing Manager
<b>Employment</b>	Full time, Permanent
<b>Reporting to</b>	Head of Performance Management
<b>Staff supervised</b>	Marketing Coordinator
<b>Location</b>	TriCare Head Office, 250 Newnham Road, Mount Gravatt, Qld

### Position Summary

The Sales and Marketing Manager is responsible to develop and execute effective sales and marketing strategies to maximise occupancy at the 17 aged care facilities (1705 beds) and 9 retirement communities (1,100 units) that are operated and owned by TriCare.

### Detailed Description of the Position

<b>Strategy Development</b>	<ul style="list-style-type: none"> <li>• create and implement comprehensive sales and marketing strategies aligned with company goals and market opportunities; and</li> <li>• conduct market research and collaborate with senior managers to identify trends, opportunities, and customer needs.</li> </ul>
<b>Marketing and Advertising</b>	<ul style="list-style-type: none"> <li>• oversee the planning and execution of marketing campaigns across various channels (digital, social media, print, events, etc.);</li> <li>• develop and compose branded advertising campaigns and create other specialised content;</li> <li>• develop in-house ability to produce advertisement and marketing media (with less reliance on external marketing companies);</li> <li>• conduct market research to identify effective promotional methods;</li> <li>• negotiate media contracts;</li> <li>• work closely with senior managers to understand their vision and objectives;</li> <li>• manage ongoing marketing initiatives and projects with a focus on long-term success and sustainability; and</li> <li>• create, maintain and improve the aged care and retirement living brands in all forms of marketing.</li> </ul>

<b>Sales Management</b>	<ul style="list-style-type: none"> <li>• develop sales plans, KPIs and initiatives;</li> <li>• design and initiate training/coaching for relevant persons in sales and promotional techniques; and</li> <li>• promote aged care and retirement living at relevant trade shows.</li> </ul>
<b>Customer Experience</b>	<ul style="list-style-type: none"> <li>• develop, implement and maintain customer journey mapping to develop insights into customer needs and expectations at each stage of interaction;</li> <li>• develop and deploy various methods for collecting customer feedback specific to the sales process including surveys, interviews, and focus groups; and</li> <li>• conduct regular sales audits from a customer experience perspective, including site inspections and tours, assessing the sales process as a customer and service offerings delivered against services promised.</li> </ul>
<b>Web and Social Media</b>	<ul style="list-style-type: none"> <li>• manage and write the content of websites to maintain current, accurate, dynamic, and relevant content;</li> <li>• write, execute, and deploy email marketing campaigns, social media campaigns and web content;</li> <li>• develop and oversee production of video content for website and social media;</li> <li>• review web analytics on an ongoing basis and generate monthly reports regarding site traffic; and</li> <li>• investigate new media opportunities (print, events, online, advertorials).</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• oversee the coordination and organisation of sales and marketing events.</li> </ul>
<b>Budget and costs</b>	<ul style="list-style-type: none"> <li>• In conjunction with senior managers, develop a budget and pricing strategy for products and services;</li> <li>• develop business cases for marketing programs at the proposal stage and make recommendations on sales and marketing tactics;</li> <li>• align marketing expenditures to approved budgets;</li> <li>• review expenditures against the desired return on investment; and</li> <li>• negotiate rates and prices generally.</li> </ul>

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**Note:** The above list is not exhaustive. The Sales and Marketing Manager may be asked to undertake other responsibilities at the request of the Board or Head of Performance Management consistent with the context of this position description.

### Skills and Knowledge

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- An ability to manage a multitude of complex tasks and projects simultaneously.
- Demonstrated background in content management, creative writing, technical writing, concept advertising, social media, print and digital advertising.
- Web editing and basic web programming desirable.
- Previous experience and success in the delivery of marketing and sales plans.
- Advanced knowledge and experience using Microsoft Office, Analytics, Content Management Systems (e.g. WordPress), Customer Relationship Management (e.g. HubSpot), project management and collaboration systems (e.g. Asana), social media management systems and basic graphic design skills.
- Highly developed communication skills, both written and verbal, including an ability to prepare high level reports to Executives and external parties.
- Strong critical analysis, problem solving, planning, decision-making.

### Personal/Other Attributes

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- Personal accountability and responsibility.
- To act and behave honestly with integrity and authenticity.
- Analytical and problem-solving skills.
- Results driven and future-oriented.
- Sets and pursues stretch goals.
- Able to meet deadlines and work under pressure.
- Able to prioritise effectively.
- Strong interpersonal and communication skills.
- Ability to participate actively and constructively within a team.
- Welcomes and encourages innovation and continuous improvement.

### Work Health and Safety

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The incumbent has the responsibility to comply with and meet all obligations contained in:-

- (a) Work Health and Safety (WHS) legislation;
- (b) Related WHS responsibilities; and

(c) TriCare's Injury Risk Management (IRM) standards.