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SA Health Job Pack

Job Title	Business Development Manager
Eligibility	Open to Everyone
Job Number	761886
Applications Closing Date	3/7/21
Region / Division	Statewide Clinical Support Services
Health Service	SA Medical Imaging
Location	Roma Mitchell House
Classification	AHP4
Job Status	Full Time, Temporary up to 30/6/22
Total Indicative Remuneration*	\$118,903 - \$129,359 P.A.

Contact Details

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Criminal History Assessment

Applicants will be required to demonstrate that they have undergone an appropriate criminal and relevant history screening assessment/ criminal history check. Depending on the role, this may be a Department of Communities and Social Inclusion (DCSI) Criminal History Check and/or a South Australian Police (SAPOL) National Police Check (NPC). The following checks will be required for this role:

- Working with Children Screening - **DHS**
- Vulnerable Person-Related Employment Screening - **NPC**
- Aged Care Sector Employment Screening - **NPC**
- General Employment Probity Check - **NPC**

Further information is available on the SA Health careers website at www.sahealth.sa.gov.au/careers - see Career Information, or by referring to the nominated contact person below.

Immunisation

Risk Category C (minimal patient contact)

- *This role carries specific immunisation requirements. To be eligible for appointment in this role you will be required to meet the immunisation requirements associated with Category C (minimal patient contact). [Please click here for further information on these requirements.](#)*

Guide to submitting an application

Thank you for considering applying for a position within SA Health. Recruitment and Selection processes across SA Health are based on best practice and a commitment to a selection based on merit. This means treating all applications in a fair and equitable manner that aims to choose the best person for the position.

A well presented, easy to read application will allow the panel to assess the information they need from your application. To give yourself the best opportunity to reach interview, the application should clearly and concisely demonstrate to the selection panel that you are suitably equipped to perform the role, and that you possess all of the stated minimum essential skills, abilities, knowledge, experience and educational qualifications (where required).

The online application form to apply for this position will ask for employment history, education, qualifications and referees however to understand the position and requirements we suggest you become familiar with the attached Job and Person Specification.

We request that you attach the following to your application -

- ↪ **A covering letter** of up to 2 pages introducing yourself to the selection panel and describing your skills, abilities, knowledge, qualifications and experience in relation to the position;
 - ↪ **A current Curriculum vitae/Resume** that includes your personal details, relevant employment history, education, training courses, qualifications and professional memberships.
- * Refer to <http://www.sahealthcareers.com.au/information/> for further information regarding
- The Indicative Total Remuneration which is inclusive of Award salary, superannuation and other monetary benefits.
 - Information for Applicants
 - Criminal History Assessment requirements



ROLE DESCRIPTION

Role Title:	Business Development Manager
Position No:	New Position
Classification Code:	AHP4
LHN/ HN/ SAAS/ DHW:	Central Adelaide Local Health Network
Hospital/ Service/ Cluster:	Statewide Clinical Support Services
Division:	SA Medical Imaging
Department/Section / Unit/ Ward:	Executive Office
Role reports to:	Executive Director, SA Medical Imaging
Role Created/ Reviewed Date:	May 2021
Criminal and Relevant History Screening:	<input type="checkbox"/> Aged (NPC) <input checked="" type="checkbox"/> Working With Children's Check (WWCC) (DHS) <input checked="" type="checkbox"/> Vulnerable (NPC) <input type="checkbox"/> General Probity (NPC)
Immunisation Risk Category Requirements:	<input type="checkbox"/> Category A (direct contact with blood or body substances) <input type="checkbox"/> Category B (indirect contact with blood or body substances) <input checked="" type="checkbox"/> Category C (minimal patient contact)

ROLE CONTEXT

Primary Objective(s) of role:

- The Business Development Manager is responsible for providing a leadership and management focus for state-wide marketing and communication for medical imaging services.
- The Business Development Manager is responsible for ensuring management of the marketing strategy and will work to maintain current referrers of medical imaging services and utilise relationship building skills to identify new business opportunities.
- The Business Development Manager is responsible for the promotion of SA Medical Imaging services across private General Practitioners and Specialists to maintain and increase profitable referrals.

Direct Reports:

- N/A

Key Relationships/ Interactions:

Internal

- > SA Medical Imaging Executive
- > SA Medical Imaging Campus Clinical Heads
- > SA Medical Imaging Campus Operations Managers
- > SA Medical Imaging Support Team

- > AS06 Senior Program Officer
- > AS03 Senior Client Services Officer

External

- > Clinicians and leaders within LHNs
- > Community clinicians and healthcare professionals, including general practitioners, specialists

Challenges associated with Role:

Major challenges currently associated with the role include:

- > Development and implementation of a SA Medical Imaging marketing strategy
- > Building relationships with external referrers to increase referrals to SA Medical Imaging and associated revenue
- > Identifying opportunities to improve SA Medical Imaging brand awareness and effectiveness
- > Requirement to manage a workload of significant complexity and seek assistance as required

Delegations:

- > As per Statewide Clinical Support Services HR and Financial Delegations

Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
Brand, Market Position	<ul style="list-style-type: none"> > Support the continued development and promotion of the SA Medical Imaging brand. > Initiate opportunities to improve brand awareness and effectiveness. > Plan and manage ongoing website development, improvement projects and data content. > Plan, manage, write, proof-read and develop marketing materials including newsletters. > Seek opportunities to improve and enhance the reputation of SA Medical Imaging by building strong relationships with local health networks (LHNs), clinical networks/groups, research institutions, SA Health, private health care practitioners, consumers and other stakeholders. > Maintain contemporary knowledge of industry and technology trends to identify internal and external influences that may impact on the effective delivery of medical imaging services. > Maintain up-to-date knowledge of Health digital transformation technologies and emerging trends. > Ensure SA Medical Imaging responds to health system and market trends in both public and private sectors.
Business Development, Marketing, Growth and Expansion of SA Medical Imaging	<ul style="list-style-type: none"> > Demonstrate and influence a very high level of original thinking, creativity and independent judgment in complex business development and marketing matters in relation the expansion of SA Medical Imaging. > Lead and develop a strategy and approach across SAMI to public and private business development that optimises service quality and financial performance.

	<ul style="list-style-type: none"> > Lead, develop and implement priorities for an SA Medical Imaging marketing strategy. > Utilise your sales strategy, networking, relationship building and state mapping skills, identify and pursue new business opportunities within existing referrer client base as well as new referrers. > Maintain and deliver a high level of subject matter expertise for the management of the SA Medical Imaging marketing strategy by ensuring the efficient and effective application of practical medical imaging experience to support business development and expansion of SA Medical Imaging. > Undertake marketing to maximise effectiveness of brand positioning, client engagement and negotiation in order to grow the customer base, revenue and margin. > Ensure effective communications and referral processes with existing referrers as well as identifying new opportunities. > Identify opportunities for campaigns, services, and other activities to grow market share, revenue and value. > Support SA Medical Imaging Executive with business case development, procurement and contract management. > Plan and deliver promotional events for GP's and Specialists and other key stakeholders to promote brand awareness and services provided by SA Medical Imaging. > Identify areas of decreased referrals across SAMI sites and develop and implement strategies for improvement. > Lead, develop and implement strategies across South Australia to increase profitable referrals. > Plan and conduct the promotion of new services to clients.
<p>Promotion of SA Medical Imaging services to client groups within South Australia</p>	<ul style="list-style-type: none"> > Ensure effective strategy implementation by applying appropriate measures and reporting. > Set, monitor and review targets for new business development. > Maintain a regular schedule of visits to existing and potential clients. > Maintain customer database. > Promote all facilities and services provided by SA Medical Imaging. > Ensure a positive corporate image.
<p>Lead, develop and implement effective communication strategies</p>	<ul style="list-style-type: none"> > Lead, develop and implement effective communication strategies for internal (SA Medical Imaging staff) and external stakeholders across South Australia (DH, Regions, private practitioners etc) for various activities and businesses undertaken by SA Medical Imaging. > Implement whole of SA Health communication strategies. > Provide specialist clinical advice and support to new and existing clients. > Deal with and act on issues negatively impacting clients promptly and efficiently. > Maintain an up-to-date knowledge of SA Medical Imaging services including policies, procedures, new and innovative technology, public hospitals, general research and teaching.

	<ul style="list-style-type: none"> > Negotiate with clients for their business and the provision of support services to new and existing clients.
<p>Relationship, Engagement, Leadership and Management</p>	<ul style="list-style-type: none"> > Provide high level leadership to ensure the ongoing effective engagement with, and provision of support to, stakeholders. > Deliver specialised clinical support, advice and consultation to managers and supervisors across SAMI in relation to the SAMI marketing and communication strategies. > Promote knowledge and information sharing amongst team members to deliver high quality services to customers. > Contribute to SAMI workforce models and training programs by providing advice based on evolving technology and protocols for best practice patient outcomes whilst facilitating development, growth and performance of AHP staff. > Maintain a clinical caseload commensurate with management responsibilities through the establishment of new techniques and protocols as required to adapt to evolving technology, including patient contact workload requirements. > Audit and monitor service quality, specifically image quality, and provide feedback, support or additional training to the relevant units to maintain the established service expectation. > Lead the Choosing Wisely and Quality Use of Imaging initiatives across SAMI, including audits and preparation of reports. > Ensure the highest standards of support, performance management and succession planning are maintained and consistent with public sector standards. > Establish, manage and maintain complex and sensitive relationships with key stakeholders, in order to guide, influence, facilitate and ensure the effective implementation of the SA Medical Imaging marketing strategy. > Determine, develop and deliver expert mentoring and guidance to team members, and across the agency, to influence, guide and ensure their ongoing skills and knowledge development. > Deliver significant and expert clinical contribution to complex division and agency planning and decision making processes.

Knowledge, Skills and Experience

ESSENTIAL MINIMUM REQUIREMENTS

Educational/Vocational Qualifications:

- > An appropriate degree or equivalent qualification and registration with the Medical Radiation Practice Board of Australia (post July 2012) or registration with the Australian Sonographer Accreditation Registry (ASAR).
- > Eligible for registration with the Australian Health Practitioner Regulation Agency (AHPRA) or its equivalent (in the case of Sonographers).

Personal Abilities/Aptitudes/Skills:

- > Proven ability to work under broad direction, within a team environment, and determining, prioritising and managing multiple functions and projects within corporate objectives, including negotiating and creatively resolving complex problems and making sound decisions based on risk and business needs
- > Able to work in a constantly changing environment with changing priorities and apply a dynamic approach
- > Strong work ethic, self-starter and willing to take on challenges
- > Present with positivity, confidence, energy and a results orientation
- > Excellent computer skills in Microsoft Office (Word, Excel and PowerPoint) and Survey Monkey
- > Proven communication skills (oral and written) which facilitate effective interaction with Senior Executives, staff at all levels, and a diverse range of clients, customers, collaborators and partners
- > Highly developed interpersonal skills, which engender co-operation, trust and openness in staff, clients, customers, collaborators and partners
- > Demonstrated strategic and conceptual thinking, excellent problem solving, analytical and root cause identification skills and a flexible, adaptable proactive approach to the application of continuous improvement principles that achieve critical organisational objectives.
- > Understands the needs and requirements of complex matrix of customers / stakeholders and successfully balances their competing demands
- > Ability to manage issues across multiple locations
- > A demonstrated awareness of the political and socio-economic sensitivities that impact on the planning, development, funding, delivery and management of health services
- > An ability to manage to the spirit and principles of the premier's safety Commitment and the legislative requirements of the *Work Health and Safety Act 2012* (SA), utilising AS/NZS ISO 31000:2009 Risk Management- Principles and Guidelines, or to an equivalent set of standards

Experience:

- > Extensive experience in the marketing of imaging health related service
- > Experience acting as a central point of contact for a statewide marketing strategy
- > Extensive experience leading the marketing strategy of a health related service
- > Extensive experience at a senior management level particularly within a health services environment
- > Extensive experience analysing product and market dynamics and creating business development and marketing strategies
- > Extensive experience in providing leadership in complex multi-disciplinary settings in healthcare industry in a climate of reform and continuing change
- > Proven experience managing complex projects across multi-disciplines

- > Experience using the tools and techniques of project management and the management of change
- > Experience with influencing others and moving toward a common vision or goal

Knowledge:

- > Understanding of the Health environment and in particular the Medical Imaging environment
- > Extensive understanding of Medicare Benefits Scheme (MBS)
- > Understanding of Choosing Wisely and Quality Use of Imaging initiatives
- > Detailed Knowledge of Picture Archiving and Communication Systems (PACS) and ICT client impacts with regard to Medical Imaging

DESIRABLE CHARACTERISTICS

Educational/Vocational Qualifications:

- > A statement of accreditation in Diagnostic Radiology from the Australian Institute of Radiography, or its recognised equivalent (up to July 2012)
- > Holds a current licence issued under the Radiation Protection and Control Act SA or equivalent
- > Tertiary or post graduate qualification in a modality
- > Tertiary or post graduate qualification in management

Personal Abilities/Aptitudes/Skills:

- > Demonstrated ability to think strategically and understand how a large healthcare organisation relates to its competitive environment, clients patients, stakeholders, funders, partners and other healthcare providers

Experience:

- > 3-5 years' experience in marketing or sales
- > Experience in planning, developing, leading, implementing and evaluating advertising and promotional programs
- > Experience working within a medical imaging environment.
- > Experience in clinical research and data analytics
- > Experience working as a medical radiation practitioner, diagnostic radiographer, medical imaging technologist, nuclear medicine professional or sonographer

Knowledge:

- > Knowledge of the operations of SA Health and SA Medical Imaging
- > Knowledge of 3D Imaging techniques
- > Knowledge of equipment assessment, selection and specification writing techniques.

Special Conditions:

- > As an Allied Health registered professional it is expected that the incumbent maintains AHPRA, MRPBA registration (or equivalent) and credentialing requirements through some clinical activity at a SAMI site. This clinical activity will be negotiated through the SAMI Executive Director and Lead Allied Health professional.
- > A current Australian drivers licence and willingness to drive is essential.
- > A willingness to travel intrastate.
- > It is mandatory that no person, whether or not already working in SA Health, may be appointed to a position in SA Health unless they have provided the a satisfactory current Criminal and Relevant History Screening, as required by the *SA Health Criminal and Relevant History Screening Policy Directive*.
- > For appointment in a Prescribed Position under the *Child Safety (Prohibited Persons) Act (2016)*, a current Working with Children Check (WWCC) is required from the Department for Human Services Screening Unit. For other positions, a satisfactory National Police Certificate (NPC) assessment is required.
- > For 'Prescribed Positions' under the *Child Safety (Prohibited Persons) Act (2016)*, the individual's WWCCs must be renewed every 5 years from the date of issue; and for 'Approved Aged Care Provider Positions' every 3 years from date of issue as required by the *Accountability Principles 2014* issued pursuant to the *Aged Care Act 1997 (Cth)*.
- > Appointment is subject to immunisation risk category requirements. There may be ongoing immunisation requirements that must be met.
- > Depending on work requirements the incumbent may be transferred to other locations across SA Health to perform work appropriate to classification, skills and capabilities either on a permanent or temporary basis subject to relevant provisions of the *Public Sector Act 2009* for Public Sector employees or the *SA Health (Health Care Act) Human Resources Manual* for Health Care Act employees.
- > The incumbent may be required to participate in Counter Disaster activities including attendance, as required, at training programs and exercises to develop the necessary skills required to participate in responses in the event of a disaster and/or major incident.

General Requirements:

Managers and staff are required to work in accordance with the Code of Ethics for South Australian Public Sector, Directives, Determinations and Guidelines, and legislative requirements including but not limited to:

- > *Work Health and Safety Act 2012 (SA)* and when relevant WHS Defined Officers must meet due diligence requirements.
- > *Return to Work Act 2014 (SA)*, facilitating the recovery, maintenance or early return to work of employees with work related injury / illness.
- > Meet immunisation requirements as outlined by the *Immunisation for Health Care Workers in South Australia Policy Directive*.
- > Equal Employment Opportunities (including prevention of bullying, harassment and intimidation).
- > *Children and Young People (Safety) Act 2017 (SA)* 'Notification of Abuse or Neglect'.
- > Disability Discrimination.
- > *Independent Commissioner Against Corruption Act 2012 (SA)*.
- > *Information Privacy Principles Instruction*.
- > Relevant Awards, Enterprise Agreements, *Public Sector Act 2009*, *Health Care Act 2008* and the *SA Health (Health Care Act) Human Resources Manual*.
- > Relevant Australian Standards.
- > Duty to maintain confidentiality.

- > Smoke Free Workplace.
- > To value and respect the needs and contributions of SA Health Aboriginal staff and clients, and commit to the development of Aboriginal cultural competence across all SA Health practice and service delivery.
- > Applying the principles of the *South Australian Government's Risk Management Policy* to work as appropriate.

The SA Health workforce contributes to the safety and quality of patient care by adhering to the South Australian Charter of Health Care Rights, understanding the intent of the National Safety and Quality Health Service Standards and participating in quality improvement activities as necessary.

Performance Development:

The incumbent will be required to participate in the organisation's Performance Review and Development Program which will include a regular review of the incumbent's performance against the responsibilities and key result areas associated with their position and a requirement to demonstrate appropriate behaviours which reflect a commitment to SA Health values and strategic directions.

Handling of Official Information:

By virtue of their duties, SA Health employees frequently access, otherwise deal with, and/or are aware of, information that needs to be treated as confidential.

SA Health employees will not access or attempt to access official information, including confidential patient information other than in connection with the performance by them of their duties and/or as authorised.

SA Health employees will not misuse information gained in their official capacity.

SA Health employees will maintain the integrity and security of official or confidential information for which they are responsible. Employees will also ensure that the privacy of individuals is maintained and will only release or disclose information in accordance with relevant legislation, industrial instruments, policy, or lawful and reasonable direction.

White Ribbon:

SA Health has a position of zero tolerance towards men's violence against women in the workplace and the broader community. In accordance with this, the incumbent must at all times act in a manner that is non-threatening, courteous, and respectful and will comply with any instructions, policies, procedures or guidelines issued by SA Health regarding acceptable workplace behaviour.

Resilience:

SA Health employees persevere to achieve goals, stay calm under pressure and are open to feedback.

Organisational Context

Organisational Overview:

Our mission at SA Health is to lead and deliver a comprehensive and sustainable health system that aims to ensure healthier, longer and better lives for all South Australians. We will achieve our objectives by strengthening primary health care, enhancing hospital care, reforming mental health care and improving the health of Aboriginal people.

SA Health is committed to a health system that produces positive health outcomes by focusing on health promotion, illness prevention and early intervention. We will work with other government agencies and the community to address the environmental, socioeconomic, biological and behavioural determinants of health, and to achieve equitable health outcomes for all South Australians.

Our Legal Entities:

SA Health is the brand name for the health portfolio of services and agencies responsible to the Minister for Health and Wellbeing. The Department for Health and Wellbeing is an administrative unit under the Public Sector Act 2009.

The legal entities include but are not limited to the Central Adelaide Local Health Network Inc., Northern Adelaide Local Health Network Inc., Southern Adelaide Local Health Network Inc., Women's and Children's Health Network Inc., Country Health SA Local Health Network Inc. and SA Ambulance Service Inc.

SA Health Challenges:

The health system is facing the challenges of an ageing population, increased incidence of chronic disease, workforce shortages, and ageing infrastructure. The SA Health Care Plan has been developed to meet these challenges and ensure South Australian's have access to the best available health care in hospitals, health care centres and through GPs and other providers.

Central Adelaide Local Health Network:

CALHN is one of five Local Health Networks (LHNs) in South Australia established in July 2011. CALHN is responsible for the following health services:

- Royal Adelaide Hospital (RAH)
- The Queen Elizabeth Hospital (TQEH)
- Hampstead Rehabilitation Centre (HRC)
- St Margaret's Rehabilitation Hospital (SMRH)
- Glenside Health Service (GHS) Psychiatric Intensive Care Unit; Inpatient Rehabilitation Services and Acute beds only
- Adelaide Dental Hospital (ADH).

CALHN also has governance over numerous community mental health and primary health services including Prison Health Service, SA Dental Service and DonateLife SA. Of note also is governance of the Statewide Clinical Support Services (SCSS) including Imaging, Pathology and Pharmacy, responsibility of which has vacillated between CALHN and DHW over the past few years.

CALHN is one of three metropolitan LHNs and its core population is approximately 390,000 people. CALHN also provides services to patients from other SA networks, rural and remote areas, the Northern Territory, NSW (Broken Hill) and western parts of Victoria. These services usually relate to complex services such as head and neck cancer, radiation therapy, cardiac surgery, spinal surgery or rehabilitation.

Division/ Department:

Statewide Clinical Support Services (SCSS) is a Business Unit within CALHN. The SCSS Group Executive Director is responsible for leadership and management of SAMI, SA Pharmacy and SA Pathology. The SCSS Group Executive Director is a member of Portfolio Executive, the peak decision making body within SA Health, consistent with the Local Health Network Chief Executive Officers.

SAMI has been created with the goal of:

- Providing a comprehensive and unified Medical Imaging service to the public health system in South Australia.
- Improving efficiency.
- Providing a more cohesive, consistent, and accessible state wide service.

SAMI became operational on 1 July 2012, and is working towards the above goals. SAMI has responsibility for both in-sourced and out-sourced public Medical Imaging services across South Australia. The on-going integration across SAMI is enabled by Enterprise System for Medical Imaging (ESMI) which includes a statewide Picture Archiving and Communications System (PACS), Radiology Information System (RIS) and voice recognition (VR).

Values

SA Health Values

The values of SA Health are used to indicate the type of conduct required by our employees and the conduct that our customers can expect from our health service:

- > We are committed to the values of integrity, respect and accountability.
- > We value care, excellence, innovation, creativity, leadership and equity in health care provision and health outcomes.
- > We demonstrate our values in our interactions with others in SA Health, the community, and those for whom we care.

Central Adelaide Local Health Network Values

Our shared values confirm our common mission by promoting an organisational climate where the patient's needs are put first and where the teamwork and professionalism of our workforce help us to attract and retain the best staff. These values guide our decisions and actions.

Patient Centred:	Our patients are the reason we are here and we will provide the best service to our patients and customers
Team Work:	We value each other and work as a team to provide the best care for our patients
Respect:	We respect each other, our patients and their families by recognising different backgrounds and choices, and acknowledging that they have the right to our services
Professionalism:	We recognise that staff come from varied professional and work backgrounds and that our desire to care for patients unites our professional approach to practice

Code of Ethics

The *Code of Ethics for the South Australian Public Sector* provides an ethical framework for the public sector and applies to all public service employees:

- > Democratic Values - Helping the government, under the law to serve the people of South Australia.
- > Service, Respect and Courtesy - Serving the people of South Australia.
- > Honesty and Integrity- Acting at all times in such a way as to uphold the public trust.
- > Accountability- Holding ourselves accountable for everything we do.
- > Professional Conduct Standards- Exhibiting the highest standards of professional conduct.

The Code recognises that some public sector employees are also bound by codes of conduct relevant to their profession.

Approvals

Role Description Approval

I acknowledge that the role I currently occupy has the delegated authority to authorise this document.

Name:

Role Title:

Signature:

Date:

Role Acceptance

Incumbent Acceptance

I have read and understood the responsibilities associated with role, the organisational context and the values of SA Health as outlined within this document.