

## POSITION DESCRIPTION – **MANAGER**

Position Title	First Aid and Mental Health Sales Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	5-7
Reports to	Head of First Aid and Mental Health	Date Revised	February 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 7	Job Evaluation No:	

### ■ Position Summary

This role is responsible for the sales performance and revenue of Red Cross First Aid and Mental Health. Leading a national team, this position will drive, motivate, measure and report on the performance of the team including current and future pipeline activity expected and revenue generation. The role is responsible for developing and driving the commercial Red Cross First Aid and Mental Health strategy, retention and growth for First Aid and Mental Health.

This position and its direct reports are responsible for securing and managing large private business and government opportunities nationally. As key account manager, the role will be responsible for a portfolio of high value clients where the focus is continuous engagement to maximise value and build long term relationships.

### ■ Position Responsibilities

#### Key Responsibilities

- Develop First Aid and Mental Health budget pipeline and ensure budgets are met by setting revenue targets, and managing controllable costs/expenses.
- Develop the First Aid and Mental Health business strategy, sales plan and budget.
- In conjunction with Head of First Aid and Mental Health, develop the business sales and training plan and budget.
- Leading a team to deliver customer service through quality education and service.
- Develop the First Aid and Mental Health business strategy, sales plan and budget.
- Provide support and assist with drafting and submission of public and private funding submissions, tenders and proposals nationally.
- Identify and create new sales opportunities and develop existing prospects.
- Stay abreast of competitor activity and actively provide feedback and suggest opportunities for improvement to the Manager.
- Coach, mentor and develop direct reports sales knowledge, skills and abilities in order to achieve both financial and non-financial outcomes and instil a positive team culture.
- Utilise the Red Cross Performance Review & Development system to ensure that all staff have a development plan in place and that performance is regularly monitored, supported and addressed.
- Lead the team to ensure compliance with all Red Cross policies including Workplace Health and Safety

## ■ Position Selection Criteria

### Technical Competencies

- Demonstrated strategic business leadership with proven commercial acumen, including a strong record of accomplishment of revenue generation and achievement of set targets/KPIs, within a competitive commercial environment
- Superior understanding of sales, account management, business development and marketing-led sales approaches, value proposition and market analysis
- Demonstrated ability to navigate, influence and achieve outcomes in a complex organisation
- Understanding of the first aid and RTO environment (advantageous)
- Proven track record in strategically growing a client base and successfully managing large long-term client relationships
- Outstanding written and verbal communication
- Strong influencing and relationship building skills
- Strong people management, strategic planning, project management, problem solving and analytical skills with attention to detail
- Ability to develop, present and submit high quality tenders and proposals
- Proven budgetary management skills
- Strong reporting writing and presentation skills
- Strong knowledge of sales and management systems, MS office including Excel

### Qualifications/Licenses

- Current driver's licence

### Behavioural Capabilities

- **Personal effectiveness | Achieve results** | Demonstrated ability to coach and support teams to achieve the results committed to. Accepts responsibility for ensuring team goals are achieved. Ability to manage changing circumstances and potential challenges.
- **Personal effectiveness | Solving problems** | Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Organisational effectiveness | Focussing on clients** | Proven track record in ensuring a high quality service is provided by the team to internal and external clients and stakeholders. Actively seek and respond to client issues and measure effectiveness.
- **Organisational effectiveness | Managing risk** | Demonstrated ability to manage resources without compromising service quality. Ensuring the team understands the relevant policies and procedures to achieve goals and manage risk appropriately.

## ■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:  
**Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality**
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct

- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters