

**POSITION DESCRIPTION**  
**Regional Marketing and Business Development Manager**  
**- Victoria and Tasmania**

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| <b><u>TITLE:</u></b>                | <b>Regional Marketing and Business Development Manager</b>          |
| <b><u>DEPARTMENT:</u></b>           | <b>Regional Executive</b>   |
| <b><u>IMMEDIATE SUPERVISOR:</u></b> | <b>Executive Manager</b>  |
| <b><u>INDIRECT SUPERVISORS:</u></b> | <b>National Marketing and Communications Manager, Hospital CEOs</b> |

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| <b>Mandatory Qualifications/<br/>Skill Requirements:</b> | <ul style="list-style-type: none"> <li>• Tertiary qualifications in communications or marketing</li> <li>• Minimum 2 years experience in a similar role within the medical, health or pharmaceutical industry</li> <li>• Excellent written and verbal communication skills</li> <li>• Strong leadership and interpersonal skills</li> <li>• Ability to make effective presentations in front of small and large groups</li> <li>• Willingness to travel and have a valid driver's license</li> <li>• Advanced computer literacy skills – including knowledge and experience utilising CRM database</li> <li>• Capacity to work outside business hours on occasion</li> </ul> |
| <b>Desirable Skill Requirements/<br/>Experience:</b>     | <ul style="list-style-type: none"> <li>• Experience with web design and social media platform management</li> <li>• Experience in graphic design/ marketing collateral design</li> </ul>   |

**Role Statement:**

The role of the Regional Marketing and Business Development Manager (RMBDM) is to develop and implement a comprehensive plan for marketing and business growth for Health Care Australia in Victoria and Tasmania, which includes Mulgrave Private Hospital, Epping Private Hospital, Hobson Healthcare and North West Private Hospital and their services. The RMBDM will work closely with the Regional Executive Manager, hospital CEOs and the National Marketing and Communications Manager to focus on:

- Brand development in the local community,
- Enhancement and management of internet presence including the regular updating of websites and social media platforms
- Doctor promotion and maintenance of the CRM database
- Engagement with community stakeholders and volunteers to the hospital
- Event coordination and management including hospital events and education evenings
- Development of strong links with local media outlets and media releases in line with National Marketing and Communications guidance
- Promotion of the hospitals and their service development plans
- Use of a wide variety of formats such as email, direct mail, marketing collateral, presentations, scripts, web copy, case studies etc.

The RMBDM will be part of the Executive team of the Region and will participate in the strategic planning of the business in conjunction with the vision of Health Care Australia (HCA). Meeting attendance outside of regular business hours will be necessary on occasion.

## Duties & Responsibilities:

### SERVICE DEVELOPMENT, PROMOTION, MARKETING ANALYSIS

- Develop and maintain an accurate stakeholder inventory for HCA in Victoria and Tasmania around competitors, key potential partners and medical/specialists with priority focus on existing services and geographic referral areas and potential areas.
- Maintenance of a regional medical database and CRM system.
- Plan and coordinate events such as GP nights and specialty forums in conjunction with the Visiting Medical Officers (VMO's).
- Develop marketing profiles for VMO's for use in the community, including with GP's
- Research and compile area demographic information necessary to appropriately market to areas of potential business growth.
- Actively promote the hospitals, their services and specialists through targeted professional community liaison strategies, events, promotional activities and community liaison utilising Health Care marketing and communication material.
- Participate in the development of the hospital specific strategic plan through providing evidence-based market analysis on competitors, opportunities, demographics and local industry.
- Take a whole of business approach to promotion of the services and brand across a range of target markets inclusive of consumers, referrers, community, partners and potential employees.
- Monitor medical referral patterns against projected targets.
- Participate in the promotion of medical opportunities at the hospitals with the intention of attracting and recruitment of specialists referred to the CEOs.
- Execution of ad hoc marketing/branding projects as directed by Health Care

### BUSINESS DEVELOPMENT

- Work with the Executive Manager to understand programs, funding opportunities available and promote the business.
- Act as a liaison between prospective business partners, key stakeholders, other health specialists and organisations.
- Promote and facilitate high level engagement strategies with relevant executive.
- Identify and make recommendations around relevant sponsorship opportunities.
- Actively analyse and provide written monthly reports on referral generation linked specifically to business development strategies. This is to include data analysis around effectiveness of existing strategies and proposed new strategies.
- Actively source alternative funding sources to support promotional activities.
- Work within the hospitals' budgets as approved by the CEOs.

### MARKETING COMMUNICATION AND COLLATERAL

- Collaborate with the National Marketing and Communications Manager to ensure correct use of style guiding, collateral development and revision of marketing strategies.
- Develop marketing and communication plans with specific goals.
- Initiate and update hospital internet information and collateral development creating consistencies where possible and ensuring alignment to the organisation's style guide. This is inclusive of overall hospital, VMO's, service, programs, patient and general external stakeholder material.
- Be proactive with media programs and use of social media tools to promote the hospitals.
- In collaboration with the site CEO's, have oversight of all website and social media platforms by managing content, comments and presence
- Produce hospital newsletters, media releases and feature articles in line with National Marketing and Communications guidance.
- Participate in the coordination of and lead the engagement side of promotional events.
- Act as a key spokesperson in the promotion of services of the hospital, and the Health Care business initiatives via public presentations, media outlets, medical 1:1 meetings and community organisation meetings.
- Develop and implement, in consultation with the CEOs, campaigns within the internal and external environments.

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## CUSTOMER SERVICE AND QUALITY IMPROVEMENT

- In consultation with the hospital CEOs, drive customer service surveys and improvement to ensure issues highlighted through patient, referrer and Doctor feedback/satisfaction surveys are analysed and addressed through continuous improvement activities, with changes implemented where necessary.
- Proof read and edit material as required to ensure quality standards and consistency.
- Assist in the development of relationships with specific target markets, such as medical practitioners and medical associated groups such as medical colleges.
- Conduct surveys and evaluation of health and medical programs and provide analysis summary to the executive to assist in tailoring strategic initiatives.
- Provide a monthly report to the Regional Executive on status of work.

## TEAMWORK

- Liaise with other managers and executives on programs to ensure a team approach to service marketing and development.
- Educate staff as required in relation to projects in place and desired outcomes.
- Promote effective and efficient channels of communication between all stakeholders.
- Ensure the delivery of excellent customer service and cooperation with all departments to provide services effectively and competently.

## PROFESSIONAL CONDUCT

- Understand and apply principles of confidentiality and privacy (Privacy Act 1988 and Health Care Confidentiality Policies).
- Attend all hospital mandatory education requirements and understand emergency codes and individual responsibilities
- Comply with Hospital Workers Compensation policies and Risk Management programs
- Comply with Work Health & Safety Act 2011, Division 4, Section 28, Duties of Workers, and comply with all safe work practices.
- Comply with Hospital Infection Control (HICMR) policies and work practices.
- Adhere to all other regulations and statutes relevant to your position and comply with Health Care and hospital policies and work practices.

## LEADERSHIP

- Ensure annual Performance Review with the Executive Manager.
- Assist in the development of Annual Strategic Plans.
- Work alongside the National Marketing and Communications Manager and other Regional Marketing and Business Development Managers on relevant projects from time to time.
- Assist with other tasks as delegated by the Executive Manager.