

Position Description – Business Development Manager Victoria & Tasmania.

Primary objective/Principle Responsibility:

This role will report to the Managing Director, Victoria & Tasmania, or delegate and is a key member of the operational team.

The role will be part of the growth of a business, and you want to make a difference. It will build relationships and manage multiple stakeholders with ease and develop innovative strategies to grow businesses, build connections and drive productivity in teams. The aim of the role is to build market share, expand referrer networks and grow our doctors' practices.

Specific Responsibilities/Accountabilities:

- Build long-term and mutually beneficial relationships with our fertility specialists across Victoria & Tasmania, identifying areas of growth for their respective practices.
- Lead the formulation of the state's business development plan, initiatives and activities in keeping with the national strategy
- Develop & implement specific referrer introduction plans for new Virtus fertility specialists to create and build a referrer network in conjunction with Marketing manager fertility
- Analyse referral data trends to identify business development & education activities are strategically positioned in line with marketing strategies and are executed according to plan.
- Identify rising business opportunities through the analysis of market insights across Metro Victoria & Tasmania in conjunction with fertility specialists
- Identify new channels to partner, collaborate, drive leads and appointments into our fertility businesses
- Identify and execute key opportunities to build long-term and productive referrer relationships, and grow our local referrer networks.
- Develop innovative ways of connecting with consumer and referrer markets.
- Assess the performance of business & education activities through analysis of attending referrers at educational events and corresponding referrals generated.
- Analyse referrer reports and activity forecasts to contribute to best practice and ensure they are presented in a timely manner to the Managing Director
- Facilitate open communication and relationships across all stakeholders.
- Participate in and contribute to working groups established from time to time focused on areas of significance to the broader interests of Virtus but not necessarily directly related to marketing functions.
- Ensure all business development activities comply with relevant Acts, legal demands and ethical standards.
- In all transactions ensure compliance to various legislative and regulatory requirements including but not limited to Trade Practices, Privacy and Code of Conduct.

Essential

- Tertiary level qualifications or related experience in business development roles
- Demonstrated success in partnerships that drive performance
- Ability to lead and influence stakeholders effectively
- Ability to work effectively with data to generate insights to help inform business decisions
- A drive for growth and business development that is underpinned and driven by data and insights
- Demonstrated ability to design and implement business development strategies, plans and time lined activities that are data driven and aligned with broader business objectives

- Ability to build and foster relationships and manage stakeholders in a professional and credible manner
- Exceptional communication and influencing skills
- Ability to build positive networks and working relationships both internally and externally
- Resilient, autonomous, hard-working and a team player.
- Strong experience in the use of Sales Force and the retrieving and analysing of data.