

Position Description

Position Title:	Sales Lead and Key Account Manager (Reproductive)
Salary Range:	MCRI Professional & Administrative Salaries - Level 6- 8
Direct reports	3-4
Reporting Manager:	Senior Manager Strategic partnerships and Reproductive business development
Home Group:	Commercial Operations, VCGS Strategy and Support,

Who are we?

Victorian Clinical Genetics Services (VCGS) is a not-for-profit subsidiary of the Murdoch Children's Research Institute www.mcri.edu.au and provides a wholly integrated genetic testing, diagnostic and counselling service for health professionals, patients and their families across Victoria, Australia and globally. Our clinical geneticists and genetic counsellors work in close consultation with our medical scientists to provide the most accurate interpretation for complex genetic tests. VCGS also plays a pivotal role in research and development, driving translational research and policy development in the field of genetics.

This is a critical position in a newly established team, designed to foster the current and future sustainability of a unique, Australian, not-for-profit organisation with a heartfelt interest in quality, patient care and the future health of the nation. Closely tied to the top ranked medical research institute of MCRI, our research and our vision are world leading, and our combination of clinical care, laboratory best practice and research insight is second to none.

What is it like to work for us?

Our people are our biggest asset and we have a great range of benefits to support them:

- Salary Packaging
- Yoga, Pilates and Mindfulness
- On-site Gym
- Employee Assistance Program (EAP)

We are committed to ensuring a positive working environment that values all backgrounds and experiences. We cultivate an inclusive culture that is underpinned by equal opportunity for all and a culture based on respect, consideration and dignity. We are also committed to developing our people and fostering an environment where learning and development is central to our staff reaching their full potential.

Position Overview

The Sales Lead and Key Account Manager's role is to help shape the future of genetic and genomic testing in Australia. Their remit is to support the strategic and sustainable development of VCGS and to enable awareness and uptake of that value to key stakeholders, in particular, our target audiences through enablement of the business development team and engagement with key referrers and organisations.

Your role involves managing and further developing an established Business Development team within the Strategy and Support function of VCGS. And taking responsibility for protection and development of Key Account relationships within Australia and New Zealand. Critical to the role is a client-oriented approach, which builds trusted relationships, both internally and externally. An ability to work well in a collaborative fashion with staff, and to work as a team using coherent process, care and strong communication skills. This role includes building and maintaining a strong client base industry network, with a particular emphasis on significant service level agreements and key clients defined by volume or by strategic value. They attract new clients, as well as to help drive process

improvements within VCGS that further support the growth of sales and the development of the sales team for VCGS' reproductive screening and diagnostic portfolio. Identification and implementation of targeted plans to

Through strategic articulation of VCGS value and engagement with key customers, you will increase awareness and amplify the profile of VCGS as the genetic testing arm of MCRI. This in turn will support our role as a research translation partner of MCRI, and help bring cutting edge genetic services to health professionals and the public, in a simple, accessible manner.

In addition, your ability to assess effective sales processes and channels suitable to our unique setting, and position these well through your understanding of customer needs and current and future competitive landscapes will be critical to your success.

Your scope will include collaboration with VCGS Marketing and Communications and Lab Management when contributing to the development of Sales and Marketing plans. You will create strategic alignment with internal stakeholders, and current and prospective partners. You will work within the service to support capacity and product development and facilitate marketing and communication through a variety of channels. This is an exciting role that will provide you the opportunity to both lead and support the success and uptake of our service offering.

This role would suit an individual with a genetics and genomics background (Bachelor of Science or Bachelor of Biomedicine) looking for experience in the exciting and rapidly growing field of genetics and genomics healthcare. Qualification and experience in sales, sales management and/or marketing of pathology or science related products and services will be an important requirement for success.

Key Accountabilities

- Managing and developing the reproductive business development team effectively, to enable high performance of both group and individuals.
- Protecting and expanding current business with a high focus on key customer relationships.
- Building the business development team to support the continued evolution of sales effectiveness and strategy within VCGS.
- Acting as a point of reference for development and implementation of sales and marketing strategies for VCGS.
- Creating growth within the competitive setting of your market segment.
- Helping manage and build relationships with key customers and stakeholders internally and externally.
- Maintaining clear, up to date records of customers and relevant customer activity in relevant CRMs (e.g. Salesforce).
- Demonstrating high sensitivity to the cultural setting of a not-for-profit diagnostic and research organisation.
- Working closely with Customer Care Group members and other internal stakeholders to ensure quality, ease of access and a positive, 'customer first' service experience.
- Proactively engage in analytics, assessment of the current business, forecasting and both current and future competitive environment.
- Communicating clearly and with influence to other stakeholders.
- Contributing to ongoing process improvements to aid effective customer experience pathways.
- Attending regular team meetings and other professional development and educational opportunities.
- Being responsive to customer complaints and concerns, demonstrating a positive, 'can do' attitude.
- Involving others in the identification of change initiatives and their implementation.
- Contributing in a collaborative way to the Strategy and Support team's activities and priorities.
- Willingly take on projects relevant to the position.
- Adhering to MCRI and VCGS policies.

Selection Criteria

- A degree in Human Genetics or relevant science degree.
- Demonstrated sales experience, results focus and ability to overcome obstacles & reach objectives.
- Experience or qualification in sales management, marketing or communications.
- Demonstrated experience in building and managing customer relationships.
- Demonstrated experience in effectively managing a team.
- Experience in the demands of a diagnostic setting.
- Understanding of the genetics or genomics market and capability to assess competitive strategy and advantage.
- A keen interest in biotechnology and future health care, especially genetics healthcare.
- A demonstrated ability to work autonomously with high levels of self-motivation, self-learning, and self confidence.

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- A demonstrated ability to work collaboratively with external and internal stakeholders.
 - An interest in digital engagement of customers.
 - Excellent written and verbal communication skills, including ability to listen well and adapt to a variety of communication styles.
 - Solid writing and evidence-based analytical skills.
 - High attention to detail
 - A positive, and collaborative personality with a 'can do' mindset.
 - The ability to work under pressure in a productive and focussed work environment.
 - An interest in child health research.
 - Work with sensitivity to one's own values and those of others.
 - A willingness to show a high motivation, in order to establish priorities, set and maintain deadlines with a demonstrated ability to use initiative.
 - Displays good organisational, time management and prioritisation skills.
 - A demonstrated commitment to high levels of professionalism and confidentiality.
 - A willingness to take on ad hoc tasks as required.
 - A willingness to be flexible in response to the dynamic needs of the VCGS clinical and laboratory teams as well as external customers and stakeholders.
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Conditions of Employment

- Working with Children & National Police Clearance (if appointed) in compliance with the Victorian Governments Child Safety Standards.
 - The right to reside and work in Australia and you meeting any applicable visa conditions.
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Health, Safety & Wellbeing

- We are committed to providing and maintaining a working environment which protects the health, safety and wellbeing of our people, partners and the community.
 - Employees conducting duties on behalf of VCGS are expected to meet the environment, health and wellbeing requirements and responsibilities specifically required for the role.
 - We are committed to supporting children in their right to be safe and adhere to the responsibilities we have to ensure their protection and safety as per the Child Safety Standards Policy.
 - Some positions may be subject to appropriate medical checks to ensure the safety of the incumbent and others.
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As VCGS evolves to meet its changing strategic & operational needs and objectives, so will the roles required of its employees. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. This position description is intended to provide an overall view of the incumbent's role as at the date of this statement.