

ROLE TITLE

General Manager, Customer, Marketing and Engagement

AREA

Customer, Marketing and Engagement

REPORTS TO

CEO



PURPOSE OF THE SERVICE:

To drive growth and innovation at Unisson Disability through superior customer experience, high brand equity, cut-through marketing campaigns and conversion of enquiries to sales.



PURPOSE OF THE ROLE:

- Develop strategy and implement action that delivers on organisational performance and priorities, particularly in the areas of customer experience, marketing, brand and communication.
- Lead and champion the voice of customer as a key driver of service development and differentiation.
- Manage, build and grow the Unisson brand reputation.
- Create targeted campaigns that achieve lead generation and conversion to sales.
- Foster a culture of innovation and ideation to create state-of-the-art service offerings.
- Contribute to the direction, growth, performance and culture of Unisson as a member of the Executive Leadership Team.
- Provide specialist strategic support and counsel to the Chief Executive Officer and Executive Team colleagues as required.

This role profile is to be read in conjunction with the employee's Contract of Employment.



ORGANISATIONAL RESPONSIBILITIES:

- Ensure work performance, practice and the delivery of service is consistent with the:
 - National Standards for Disability Services
 - Disability Inclusion Act 2014
 - National Disability Insurance Scheme
 - NDIS Practice Standards
 - NDIS Code of Conduct
 - Unisson Disability's purpose and values, policies and procedures including the Code of Conduct.

WORK, HEALTH & SAFETY RESPONSIBILITIES:

- Take a leadership role in the design and implementation of safe systems of work.
- Respond to all incidents and injuries in accordance with Unisson Disability's procedures and practices.
- Take reasonable care for your own health and safety at the workplace by complying with the Work Health and Safety (WHS) Act 2012.
- Report and monitor safety processes in accordance with procedures.

ROLE SPECIFIC RESPONSIBILITIES:

Strategic Responsibilities:

- Develop and implement integrated customer, marketing, brand and communication vision and strategy that achieves organisational priorities and aligns with Vision, Purpose and Values.
- Lead and deliver on Unisson becoming a customer-driven (centric) organisation to input into organisational performance, decision making, service development and market differentiation.
- Champion and grow the Unisson Disability brand, differentiate it from competitors and create loyalty with customers, staff and stakeholders.
- Facilitate the external voice of Unisson and enhance its reputation and positioning.
- Challenge and renew organisational thinking by keeping pace with the dynamic and complex external landscape in consumer behaviours, sector change, industry developments, innovation, best practice, data, new technologies in disability and other markets.
- Monitor and review Unisson's market positioning through regular competitor analysis and environmental scans.
- Contribute to Unisson's overall performance and effectiveness, working collaboratively with other executives to ensure organisational goals are set and implemented.

Operational Responsibilities:

- Collaborate with other executive team members to transform strategic priorities into actionable/measurable service stream plans and engage team members appropriately in the process.
- Lead, build and develop diverse and high performing specialist teams. Ensure the skills and capabilities of the team remain current, contemporary through continuous learning and by maintaining an external lens.
- Maintain and enhance quality by implementing quality assurance, quality control and continuous improvement processes.
- Develop policies and procedures for all portfolio areas.
- Use data to inform evidence-based decision making and predictive analytics.
- Create key performance indicators that monitor and measure success and demonstrate Return on Investment (ROI).
- Develop, manage and monitor budgets in line with expenditure and revenue targets.

PROFESSIONAL RESPONSIBILITIES:

- Engage in professional development and fulfil development goals.
- Actively participate in practice support meetings and annual performance reviews.
- Participate in staff meetings and training courses as required.
- Actively seek out information to remain current and knowledgeable in the developments of the disability sector relating to your area of work.
- Display a professional attitude and appearance at all times when at work or otherwise representing Unisson.
- Display a positive customer service & team working attitude with all internal & external customers.
- Promote a positive image of the organisation and its services to others in the community.

You may be required to perform other duties as necessary to fulfil the objectives of this position as outlined in the Role Specific Responsibilities.



SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

- Ability to think and act strategically both within specialist portfolio area and organisationally.
- Significant experience in an executive role or senior management position.
- Demonstrated experience in developing customer experience strategy, successful implementation, and improved customer satisfaction scores.
- Demonstrated experience in achieving organisational growth through marketing and sales. Commercial acumen.
- Experience in leading organisational brand reputation and management.
- Experience in large organisational change and transformation programs.
- Significant experience and success in navigating complex stakeholder environments.
- Leadership and development of diverse, high performing teams.

QUALIFICATIONS:

- Tertiary qualifications in Marketing, Communications and/or Business
- Minimum 10 years of relevant experience in a senior role, ideally in the human service delivery, community services and/or disability sectors.

ROLE DIMENSIONS:

Direct Reports: 3



Financial Delegation/ Level of Authority: \$20,000

Levels to Chief Executive Officer: - 1



ROLE CAPABILITIES:

DIMENSIONS	CAPABILITY	COMPONENT
	DEVELOPING VISION AND STRATEGY	<p>DEVELOPING COMPANY VISION: to integrate market data and the organisational business plan in a coherent vision, mission and general policy, which will have a positive medium and long-term impact</p> <p>DEVELOPING STRATEGY: to develop an organisational strategy and a coherent strategic plan, in accordance with the mission and vision of the organisation and based on often incomplete and ambiguous information about a series of market variables</p>
	BUSINESS UNDERSTANDING	<p>DEFINING BUSINESS PARAMETERS: to define internal business parameters based on the vision and the company strategy in order to optimise all processes</p> <p>CROSS-FUNCTIONAL THINKING: to develop an ample understanding beyond the scope of the different departments and to assess and quantify the implications of decisions in other areas</p> <p>UNDERSTANDING BUSINESS ISSUES: to understand business parameters and developments in the market and external environment. To keep track of evolutions in order to stay ahead of the competition in developing the business</p>
	ENTERPRISING	<p>BUILDING UNISSON DISABILITY: to implement the strategy by developing the organisational politics, processes and the long-term goals and by reacting to changes in Unisson Disability's structure</p> <p>IDENTIFYING BUSINESS OPPORTUNITIES: to have an eye for business opportunities and possible threats; to understand them and to react to them. To react in a way that goes beyond the apparent possibilities</p> <p>SHOWING BUSINESS FOCUS: showing insight into the consequence of decisions for Unisson Disability and aiming to optimise the company's scorecard results. To perpetuate and expand the company's success</p>
	VISIBLE LEADERSHIP	<p>EMBODYING THE VISION: to inspire others on the long term based, on a vision. To spread and radiate the company's vision</p> <p>EMBODYING THE COMPANY VALUES: to inspire others on a long-term basis by emanating the company values</p> <p>ACTING AS A ROLE MODEL: to act as role model to others by setting an example in the organisation</p>
	DIRECTING TEAMS	<p>FACILITATING CO-OPERATION BETWEEN DEPARTMENTS: to guide department managers in achieving objectives through collaboration across multidisciplinary teams</p> <p>PROVIDING DIRECTION: to indicate the direction in which the organisation aims to develop. To steer multidisciplinary teams in that direction</p> <p>MAPPING COMPETENCIES: to assess competencies correctly, objectively and in a balanced way and to use them in the most effective way.</p>

DIMENSIONS	CAPABILITY	COMPONENT
	RELATING	<p>ASSOCIATING WITH PEERS: to proactively establish and maintain formal and informal contacts within the business, in order to stay up to date with the most recent developments and operating context of all areas of Unisson Disability.</p> <p>RELATING ACROSS LEVELS: to maintain trust-based relationships throughout the various organisational levels. To get along with people across all levels of Unisson Disability.</p> <p>BUILDING UP EXTERNAL RELATIONSHIPS: proactively building and maintaining formal and informal contacts with external stakeholders, customers, the wider community, official bodies and organisations</p>
	COMMUNICATING WITH IMPACT	<p>HAVING IMPACT: to make a good impression on all stakeholders, leveraging one's own credibility and expertise to convince a network of business partners of ideas and to encourage others to act</p> <p>NEGOTIATING: to achieve a strategic objective by using conclusive arguments, accepting realistic compromises and creating a win-win situation</p> <p>CONVINCING AN AUDIENCE: to react to the audience by adapting one's communication technique. To handle remarks and questions efficiently and to keep the attention focused</p>
	ORGANISATIONAL STEWARDSHIP	<p>SHOWING PERSONAL ACCOUNTABILITY: to show personal accountability for the achievement of the objectives; to accept shared and final responsibility towards Unisson Disability and the shareholders.</p> <p>MAINTAINING AWARENESS OF THE MARKET: to keep up to date with the organisation's market and to monitor the actions of the competition.</p> <p>MAINTAINING AWARENESS OF ORGANISATIONAL ISSUES: to stay aware of the organisational politics and objectives. To develop them, maintain them and adapt to any changes..</p>

