

Position Description

Client and Community Advisor

Department/ Team: Customer, Marketing & Product

FTE: Permanent Part Time – 4 days per week

Location: St Pauls Aged Care, Home Care and Retirement Living, Caboolture

Region: Caboolture

Reports to: Client and Community Advisor Team Lead

Direct Reports: None

Effective Date of PD: TBC

Primary Objective:

The purpose of the Client and Community Advisor role is to:

- Ensure all local residential aged care, homecare and retirement living accommodation and service offerings achieve all sales related KPIs including occupancy, retention, and service take up.
- Ensure that all clients, prospective clients, and their families have exceptional sales and onboarding experience.
- Create strong and positive relationships with the local community, referral agencies, local Lutheran congregations, existing clients, and prospects so that Lutheran Services is known, respected and valued as a service provider of choice in the communities we serve.

Key Relationships and Position Dimensions:

The position will consult, collaborate, and network with:

- Clients and their families,
- Service Leaders,
- Clinical Care staff,
- Marketing and Communication team,
- Support services,
- local Lutheran congregations,
- community groups,
- external providers, health and hospital referrers, other facilities.

The position has no direct and/or indirect reports

Key Accountabilities:

Leadership Accountabilities:

At Lutheran Services, we place equal value on the outcomes we achieve and the behaviours we demonstrate. Our competency framework provides the basis of behavioural expectations for all employees. All positions are accountable to the values and behaviours set out in the Lutheran Services Competency Framework. The Client and Community Advisor is a **Leader of Self**.

- Ensure that personalised client needs are met through effective application and appropriate escalation of client feedback;
- Proactively initiate problem-solving and identify areas for improvement to achieve successful outcomes;
- Build strong relationships with team members and clients to work effectively towards common values and goals;
- Actively engage in coaching and feedback to guide development and stay focused, resilient, and values-driven;
- Work in an efficient manner to meet service delivery expectations, client needs and organisational objectives;
- Act in a consistent and proactive manner that identifies and utilises resources efficiently to deliver high-quality outcomes.

Role Specific Accountabilities:

- To sell, cross sell and upsell from the full suite of offerings including Retirement Living, Home Care, Aged Care and Allied Health services.
- To work collaboratively with the Residential Aged Care Manager and clinical team, Home Care Coordinator, Retirement Living Manager, allied health team and external providers to curate the optimal service and accommodation solution for existing clients and prospects based on their needs.
- To actively build positive professional relationships with and promote our services to all relevant community health and hospital referral networks.
- To actively build relationships with and promote our services to local Lutheran congregations and relevant community-based organisations such as local men sheds, sporting clubs and service organisations.
- To actively build relationships with existing retirement living clients to create opportunities for Residential Aged Care, Home Care and Allied Health sales while also building advocacy among this group in the wider community.
- Actively build relationships with all existing Home Care and allied health clients to ensure retention, upsell and generate referral/advocacy opportunities.
- Build and maintain an up-to-date customer relationship management (CRM) system and quality waiting lists.
- Plan, manage and promote community engagement events and opportunities including open days, information forums and other off-site events.

- Deliver regular performance reporting.
- Local travel and working outside of standard business hours may be required.

Position Requirements:

Essential:

- Minimum 4 years' experience in an marketing and/ or sales position
- An understanding of, or ability to acquire knowledge quickly, the legislative environment that Lutheran Services operates within including Aged care, Retirement Villages and NDIS.
- Demonstrated experience in event coordination and community engagement.
- Proven ability to take initiative, work autonomously and productively as part of a team
- Exceptional interpersonal verbal and written communication skills.
- Proven examples of collaborating, negotiating and communicating with a range of audiences and stakeholders both internal and external
- Excellent organisational and time management skills with the ability to prioritise and manage multiple and competing work tasks and deliver to agreed deadlines.

Desirable:

- Tertiary qualifications in Marketing and/or Communications or relevant
- 3+ years' experience in a similar community role.
- A self-starter with a passion for the retirement and aged care sector, and appreciation of the importance of the connection between these villages with the wider community.
- Computer skills including word processing, spreadsheets, CRM and database applications.