

## **Position Description**

### **Business Development Manager - Priority Care**

#### **Position Summary:**

The Business Development Manager (BDM) for Priority Care and Task Force is responsible for overseeing strategic initiatives and driving business growth opportunities for two organizations – Priority Care, an NDIS-focused company, and Task Force, an outsourcing firm.

The role necessitates travel across Victoria, interstate, and occasionally overseas. The BDM will spearhead business expansion strategies, revenue generation, and service enhancement within the NDIS, TAC, and DFFH sectors, in addition to exploring markets beyond these domains.

#### **Key Responsibilities:**

1. Identify, generate, and convert leads through innovative sales and marketing initiatives.
2. Develop and execute core business strategies to acquire new clients, focusing on person-centred service delivery aligned with individual needs and choices.
3. Design comprehensive strategic plans to expand within the NDIS sector, including services like Support Coordination, Allied Health, Behaviour Support, Early Childhood Supports/Intervention, Development-Life Skills, and trending services nationally and internationally.
4. Cultivate relationships with stakeholders, including NDIS participants, families, allied health professionals, and community organizations.
5. Establish and maintain robust local community networks, ensuring effective referrals and engagement for personalized support services.
6. Conduct thorough market analysis to identify new business prospects, tailor services to meet specific needs, and expand services across Victoria and other markets (nationally and internationally).
7. Collaborate with cross-functional teams to ensure seamless service delivery aligned with client needs and the organization's person-centred philosophy.
8. Network across the disability and community care sectors, participating in forums and events to promote person-centred support offerings.
9. Stay updated on industry trends and regulatory changes, providing insights for informed decision-making, especially in service provision for people with a disability.
10. Establish rapport with potential clients, overseeing meetings to ensure client satisfaction.
11. Oversee new marketing initiatives and actively participate in industry events to promote service offerings emphasising "Your Life, Your Choices."

#### **Essential Qualifications and Requirements:**

- Demonstrated experience in Business Development, Sales, and Marketing within healthcare or disability services industries.
- Proven track record in a Business Development role, emphasizing person-centred service delivery aligned with individual needs and choices.

- Strong ability to research National and International markets to tailor services according to individual circumstances and need.
- Qualification in Marketing, Business Administration, or related field.
- Advanced proficiency in Microsoft Word, Excel, and PowerPoint.
- Valid Victorian Driver's License.

### **Skills & Competencies:**

- Strong sales and business development expertise centred around person-centred care.
- Understanding of NDIS funding, support agreements, and a range of disability-specific services.
- Excellent communication and stakeholder engagement skills in promoting a personalised service approach.
- Proven community engagement experience, valuing diversity and equal opportunities.
- Ability to work autonomously and in a team environment, emphasizing individualized support.
- Strong organisational and time management skills with exceptional attention to detail.

### **Mandatory Requirements:**

- NDIS Worker Screening Clearance.
- Working with Children Check
- NDIS Worker Orientation Module Certificate of Completion.
- Commitment to upholding Priority Care's philosophy of personalized, person-centred support services.

### **Benefits:**

- Competitive salary (120-130k + super + laptop + phone + pool car + petrol).
- Bonus system based on KPI.
- Supportive work environment prioritizing personalized care and work-life balance.
- Opportunity to contribute to a growing and inclusive team.
- Travel is required to expand services in various markets.

This role aims to drive growth and satisfaction for Priority Care and Task Force through person-centred, individualized support services while fostering external relationships and aligning internal strategies with the organization's personalized care philosophy. Additionally, the Business Development Manager will drive projects that enhance operations, implementing change management for effective service delivery in line with Priority Care's service philosophy.