

Position Title & Department	Commercial Strategy Leader Corporate Partnerships	Reporting to	Head of Corporate Partnerships
Division	Membership Services	Direct reports	Nil
Classification	SMB1	Employment Status	Fixed Term Full-Time (1.0 FTE) 3 years
Employee Number	TBC	Date	July 2019

## The Organisation

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional membership body for general practitioners (GPs). We represent over 40 000 members including urban and rural GPs, medical students and registrars.

The RACGP's mission is to support GPs in improving the health and wellbeing of all Australians, "Healthy Profession. Healthy Australia." We provide skills and knowledge assessment, educational training and ongoing professional development for practising GPs. We develop resources and guidelines, help GPs with issues that affect their practice, support research to link members with the latest advancements in the field and advocate on behalf of the general practice profession to set and maintain standards of high quality health care for Australians.

## Our Values

RACGP Staff are expected to uphold our workplace values:



**Progressive leadership** Forward thinking and proactive leaders who lead by example and empower staff to create and drive innovation



**Quality** Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



**Ethics** Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



**Professionalism** Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

## Your Team

Corporate Partnerships sits within the Membership Services Division. Membership Services is responsible for leading national strategic and operational outcomes in promoting a career in general practice, member engagement, retention, acquisition, membership policy and revenue-generation through all career stages of RACGP members.

Other teams within Membership Services are: Continuing Professional Development (CPD), International, Events & Experience and Content & Communication. Together these teams deliver a member-focused service, striving to enhance our members' experience and interaction with RACGP. This is achieved through Conferences and other events, various RACGP publications and member news services, a Member Contact Centre and state-based Faculty offices.

## Your Role

The Commercial Strategy Leader reports to the Head of Corporate Partnerships and will work collaboratively with stakeholders to create shared value propositions for corporate partners and RACGP Members. The purpose of this senior role is to connect corporate partners and member needs with the RACGP's goals through the development of corporate products and services.

The role will help identify and implement new strategies that deliver revenue growth and its three foci areas are: expanding business development markets; leading product development and delivery; and developing commercialisation opportunities.

### Business development

Develop long-term strategic corporate partnerships that expand markets; and broaden a range of asset classes for advertising, sponsorship and services that benefit identified member needs.

### Product development and delivery

Identify and prioritise gaps of unmet needs through engagement with corporate partners, members, and internal stakeholders. Develop solutions in product/service that align with partners and produces value for RACGP through direct or indirect sales. Ensure delivery of go-to-market launch of product/service and lead planning for marketing, sales and member journey strategy with internal and external stakeholders.

### Commercialisation

Identify and engage entrepreneurial members; work with internal and external stakeholders to foster ideas that have IP potential; and develop commercialisation pathway plans.

## Key Responsibilities

1. Work closely with the Head of Corporate Partnerships and internal stakeholders to design strategies for developing new business growth and increasing member benefit, ensuring new business propositions align with RACGP policies on sponsorship and advertising.
2. Play a critical role in Corporate Partnerships strategic planning; influence team budgeting/forecasting; and contribute to performance and governance reports.
3. Provide market, members/consumers and competitor insights to identify unmet market needs and new product opportunity.
4. Use data analytics and market research tools to inform product development and positioning that are aligned to target member needs.
5. Identify revenue opportunities through product bundling and cross-sell offers for member value.
6. Create and write member and partner value propositions, messaging and content.
7. Develop go-to-market plans for member product; collaborate with internal stakeholders to deliver marketing campaigns that identify leads and convert sales; and monitor and analyse campaign metrics.
8. Ensure ongoing creation of all active product content and collateral for internal and external audiences, ensuring accuracy and relevance is maintained and lifecycle managed.
9. Lead new strategic business partnerships to deliver revenue growth; manage a portfolio leads -identify, qualify, engage and close; and provide moves management and financial performance reports.
10. Deliver revenue through commercialisation opportunities and seed ventures; drive project development strategy by working closely with internal and external stakeholders; identify product and plan development pathways to GTM; and provide robust financial modelling.
11. Manage the Partnerships Executive, and other supporting roles as required.
12. Work in consultation with Legal Counsel and stakeholders to ensure commercial partnerships meet whole organisational goals, objectives and expectations prior to contract execution.
13. Identify and attend conferences and other business functions to keep abreast of the marketplace.
14. Participate in the RACGP Performance Review cycle
15. Deliver agreed Work Performance Goals – to be developed in conjunction with Manager.

## Environment, Health and Safety

1. Complies with the College's OH&S policies and procedures
2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager
4. Participates in meetings, training and other environment, health and safety activities
5. Does not wilfully place at risk the health or safety of any person in the work place
6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
7. Cooperates with the College in relation to activities taken by the College to comply with OH&S and environmental legislation.

## Your Relationships

Your role requires interaction with the following internal and external stakeholders:

### Internal:

Senior Leadership Team  
Events Team  
Publications team  
Faculty and department managers  
Policy, Practice & Innovation department  
Education department  
Finance department

### External:

RACGP members  
Various RACGP committees  
RACGP Partners  
External education providers  
Advertisers and sponsors  
Organisations in the broader general practice and health environment  
Other non-health related organisations

## Key Selection Criteria

### Experience, knowledge and Skills

#### Essential

1. Significant experience in marketing, stakeholder management, consumer/member engagement; and the ability to work at both the strategic and operational level.
2. Strong experience in informing business plans by applying a data-driven approach; interpreting behaviour analysis and market research, and implementing segmentation tactics.
3. Proven experience in delivering sustainable revenue growth lines with strong ROI.
4. Demonstrable relationship experience in developing strategic and multi-year partnerships.
5. Experience in developing, delivering and analysing integrated GTM initiatives and campaigns.
6. Experience working with and managing internal stakeholders/external agencies to deliver initiatives
7. Ability in identifying and implementing strategies for commercial opportunities.
8. Strong interpersonal and communication skills, including excellent verbal, written and presentation skills.
9. Excellent time management skills with the ability to meet competing tasks, work under pressure and respond to critical deadlines.
10. Ability to coordinate a range of concurrent projects and events on time and within budget.
11. Demonstrated capacity to work well within a mixed team environment.
12. Satisfactory completion of a National Police Check may be required.

#### Desirable

1. Demonstrated experience in a senior relationship management and product/campaign management role in a membership or health based organisation.

2. Demonstrated experience with an organisation in the primary healthcare sector, particularly in general practice.

## Qualifications

### Essential

A degree in health, business, management, sales and/or marketing.

### Desirable

A postgraduate degree in health, business administration, management, sales and/or marketing.

## Workplace Behaviours

In your role, you are expected to:

- Positively influence others
- Take initiative
- Focus on service
- Make effective decisions
- Be transparent
- Be respectful
- Be emotionally intelligent
- Be flexible and adaptive
- Strive for excellence
- Demonstrate integrity
- Be accountable
- Collaborate

## Classification Description

SMB 1 contract.

### Declaration

I, **[insert name]**, acknowledge that I have read and understood the Commercial Strategy Leader position description which forms part of my employment contract from the date of issue.

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements

Employee: \_\_\_\_\_ (signature)      Date: \_\_\_\_\_

This Position Description is approved by:			
H.R	(signature)	Date	