

Job Description
General Manager
Marketing

HiFlex Physio

General

The General Manager Marketing will plan and carry out direct marketing and sales activities, so as to maintain and develop sales of retail product, memberships and the range of fitness opportunities to major accounts and end users, in accordance with agreed business plans.

Reports to and partners with the Chief Executive Officer.

Overview

The General Manager Marketing guides and manages the overall provision of marketing of services and products for the entire organisation. The major areas directed are:

- Maintain and develop a computerised customer and prospect database.
- Plan and carry out direct marketing activities (principally direct mail) to agreed budgets, sales volumes, values, product mix and timescales.
- Develop ideas and create offers for direct mail and marketing to major accounts by main market sector and HiFlex Physio products and services.
- Respond to and follow up sales enquiries by post, telephone, and personal visits.
- Maintain and develop existing and new customers through planned individual account support, and liaison with internal staff.
- Monitor and report on activities and provide relevant management information.
- Carry out market research, competitor and customer surveys.
- Maintain and report on equipment and software suitability for direct marketing and sales reporting purposes.
- Liaise and attend meetings with other company functions necessary to perform duties and aid business and organisational development.
- Manage the external marketing agency activities of telemarketing and research.
- Attend training and to develop relevant knowledge and skills.

Key Performance Indicators

Specific Skills

- Able to communicate and motivate via written media.
- Understands the principles of marketing and advertising cost-effectiveness, including market sector targeting, product offer development, features-benefits-solutions selling, cost per response, cost per conversion, etc.
- Appreciates need for consistency within company's branding and marketing mix, especially PR and the Internet.
- Experience of managing marketing agency activities is essential.
- With the CEO, General Manager Finance and General Manager Human Resource, plans and monitors the organisation's activities.

Computer Skills

- Must be adept in use of MS Office, particularly PowerPoint, Excel and Word, and ideally Access or similar database to high level.
- Internet, Intranet and email.

Personal Skills

- Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit.
- A forward planner who critically assesses own performance.
- Mature, credible, and comfortable in dealing with senior executives.
- Reliable, tolerant, and determined.
- Empathic communicator, able to see things from the other person's point of view.
- Well presented and professional.
- Sufficiently mobile and flexible to travel up to a few days a month within Australia.
- Keen for new experience, responsibility and accountability.

- Able to get on with others and be a team-player.
- Must be mature.
- Able to work extended hours on occasions when required.

Literacy and Numeracy

- Able to understand profit and loss calculations and basic business finance, e.g., gross margin percentages and calculations, depreciation, capital and revenue expenditure, cash-flow, overheads, etc.
- Must be a very competent writer of business letters, quotations and proposals.

Business and Sales Skills

- Must be an excellent face-to-face and telephone communicator.
- Able to demonstrate success and experience managing major accounts customers and large contracts or even a business, particularly achieving genuine sales development.
- Ideal background would be in business support services; experience of fitness and health industries would be particularly helpful.
- Experience of tenders would also be useful.

Management Ability

- People-management skills, experience and natural ability will be useful.

Employee Relations

- Formulates and recommends sales and marketing policies and objectives for the organisation.
- Partners with executive management to communicate sales and marketing policies, procedures and programs.

Law

- Leads organisation compliance with all existing governmental and reporting requirements. Maintains minimal organisation exposure to lawsuits.
- Directs the preparation of information requested or required for compliance.

Organisation Development

- Designs, directs, and manages a organisation-wide process of organisation development sales and marketing that addresses issues such as initiative planning, sales development and sales management.

- Keeps the CEO and the executive team informed of significant problems that jeopardise the achievement of organisation goals.

The General Manager Marketing assumes other responsibilities as assigned by the CEO.

Human Resources Director Requirements

- Broad knowledge and experience in sales and marketing.

- Above average oral and written communication skills.

- Excellent interpersonal and coaching skills.

- Demonstrated ability to lead and develop sales and marketing staff members.

- Demonstrated ability to serve as a successful participant on the executive management team that provides organisation leadership and direction.

- Demonstrated ability to interact effectively with the organisation Board of Directors.

- Excellent computer skills in a Microsoft Windows environment. Must include Powerpoint and skills in design management.

- General knowledge of related laws and practices relating to sales and marketing.

- Evidence of the practice of a high level of confidentiality.

- Excellent organisational skills.

Education and Experience

- Minimum of a Bachelor’s degree or equivalent in Marketing.
- Five plus years of progressive leadership experience in Sales and Marketing positions.
- Active affiliation with appropriate Sales and Marketing networks and organisations and ongoing community involvement, preferred.
- Possess ongoing affiliations with leaders in successful companies and organisations that practice effective Sales and Marketing Management.