

## Job description

# National Account Manager - Digital

### Therapeutic Guidelines Limited

Therapeutic Guidelines Limited (TGL) is a not-for-profit organisation that prepares, publishes and distributes national medicines prescribing guidelines. The Therapeutic Guidelines (TG) range of electronic and print products is widely considered to be an unsurpassed source of best practice therapeutic information. TGL does not accept any advertising or receive any outside funding. Revenue from the sale of Therapeutic Guidelines completely finances their production. Further information is provided at [www.tg.org.au](http://www.tg.org.au).

### Position summary

As National Account Manager – Digital, you will report directly to the Sales & Marketing Director and be responsible for:

- institutional sales and digital licensing agreements
- developing sales forecasts, annual sales budgets, channel/segment & pricing strategies
- promoting business growth in the Australian domestic market and internationally
- developing customer relationships with existing clients, potential new clients and key organisations
- monitoring the business environment and reporting sales and licensing activities.

### Key responsibilities

The principal responsibilities of the role include:

- design and implement sales and licensing strategies to support customer retention and business growth, and align with the Strategic Plan and annual marketing plan
- develop and implement annual sales plans (by total company & channel/segment) in collaboration with the Sales & Marketing team
- develop customer channel /segment strategies to target key areas of business growth on digital platforms
- manage the sales budget and forecast and prepare quarterly reports to the Sales & Marketing Director, CEO and Board
- manage negotiations, sales and renewals, particularly in the area of institutions, large-scale multi-user accounts and third party vendors
- liaise with legal counsel when necessary on licensing arrangements and agreements
- develop and strengthen relationships with key clients, including partnerships and collaborations in the case of joint ventures
- manage relationships with third parties/aggregators around the sale and provision of Therapeutic Guidelines electronic products in Australia and overseas
- undertake analysis of the current market to identify gaps/opportunities for business growth – especially by business channel/segment
- prepare future growth strategies – new customers, new channels/segments, new overseas markets
- undertake and manage an ongoing review of pricing models with future recommendations
- deliver client/industry presentations on behalf of TGL and its products and attend conferences and events
- work in close collaboration with the Sales and Marketing team and Office Manager

## Core competencies

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|------------------------|--|
| Proven experience      | Demonstrated ability and 5+ years experience in developing and delivering effective sales and marketing strategies and growing business across multiple digital products and channels.<br>Knowledge of digital licensing negotiations & procedures |
| Priority setter        | Strong organisational and time management skills. Spends time on what's important, can quickly sense what will help or hinder accomplishing a goal.  |
| Effective communicator | Excellent communication skills. Relates well to all kinds of people, both inside and outside the organisation. Builds constructive and effective relationships.  |
| Skilled writer         | Excellent written skills. Proven ability to write a variety of documents including corporate and marketing publications, media releases, presentations.  |
| Team player            | Enjoys working as part of a close knit team. Can quickly find common ground and solve problems for the good of all and encourages collaboration.   |
| Process manager        | Good at figuring out the processes necessary to get things done. Knows how to organise people and activities, can simplify complex processes and get more out of fewer resources. Good at finding solutions and joint outcomes.                    |
| Innovator              | Able to seek and create opportunities. Good at managing the creative process, can facilitate effective brainstorming and identify creative ideas that will work.   |

## Desired qualifications and experience

A tertiary qualification in business and/or marketing is required. A background in publishing is preferred. This could be either experience working in sales, business development or licensing roles or an additional tertiary qualification in business or sales and marketing.

Experience in licensing and digital publishing is essential.

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### Document information

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