

## Position description



# Sales and Marketing Director

## Therapeutic Guidelines Limited

Therapeutic Guidelines Limited (TGL) is an independent not-for-profit organisation. Its aim is to promote the quality use of medicines, and it does this through the writing, publication and sale of Therapeutic Guidelines. The Therapeutic Guidelines range of electronic and print products is widely considered to be an unsurpassed source of best practice therapeutic information. eTG complete is TGL's core product. Further information on TGL is provided at [www.tg.org.au](http://www.tg.org.au).

## Therapeutic Guidelines

Therapeutic Guidelines are written principally for prescribers (general practitioners and trainee physicians in particular) to provide clear, practical, succinct and up-to-date therapeutic information for the management of patients with specific conditions.

Therapeutic Guidelines are based on the best available evidence interpreted by multidisciplinary expert groups, which include some of Australia's most eminent and respected clinical experts. Therapeutic Guidelines are regularly updated in iterative cycles. Further information on TGL's production process is provided at [www.tg.org.au](http://www.tg.org.au).

## Position summary

As Sales and Marketing Director you will report directly to the Chief Executive Officer and be responsible for leading and coordinating sales, marketing, customer support and office administration. You will manage all staff in these teams and will be responsible for performing the following functions personally or through staff that report to this position.

## Responsibilities

### Sales

- Drive growth in line with TGL mission and values.
- Oversee the development and implementation of sales plans for all print and digital products in line with strategic objectives.
- Identify and implement improvements in current print and digital product sales and licensing agreements.
- Develop an international sales market for *eTG complete* and other products.
- Foster high quality customer and client relationships and streamline interactions with institutions, individuals and multi-user account holders.
- Oversee the preparation of sales reports and budgets and present to executive management and board.

## **Marketing**

- Drive innovation in the marketing department.
- Develop and implement marketing and communications plans to achieve strategic objectives.
- Develop and manage budgets for marketing, communications and market research activities.
- Plan and execute advertising and promotion activities including print, digital and direct mail.
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials and events.
- Oversee and evaluate market research activities and adjust marketing strategy to meet changing market and competitive conditions.
- Establish and maintain relationships with key strategic partners and influencers.
- Prepare marketing reports and budgets and present to executive management and board.

## **Operations**

- Drive operational excellence.
- Develop and implement a system for maximising customer satisfaction with purchasing, renewals and technical support processes.
- Identify and implement improvements in office administration processes.
- Oversee the preparation of administrative and customer management reports and present to executive management and board.

## **Other duties**

- Coordinate liaison between sales and marketing team, office administration team and production team.
- Represent TGL at external meetings, scientific publishing and health professional conferences and client meetings.
- Support the Chief Executive Officer in the development and implementation of strategic goals and writing and presentation of reports to the Board and Finance and Risk Management Committee.
- Assist the Editorial Director in the development of current and new products to meet customer needs.

## **Attributes**

### **Qualifications**

A tertiary qualification in sales, marketing or business administration is essential. A master's degree in sales, marketing or business administration is preferred.

## Experience

- A professional background and experience in publishing (scientific, technical, medical) is highly desirable.
- Demonstrated ability to develop and deliver effective sales, marketing and communications strategies and grow business across multiple products and digital platforms.
- 10+ years of sales and marketing experience, preferably in publishing or licensing of digital products.
- Experience providing leadership and management of a sales and marketing team of 6+ people.
- Proven ability to identify and capitalise on business opportunities.
- Multi-country experience is preferred, especially in the Asia Pacific region.

## Skills

- Strong organisational and time management skills. Spends time on what's important, can quickly sense what will help or hinder accomplishing a goal.
- Excellent communication and oral presentation skills. Relates well to all kinds of people, both inside and outside the organisation. Builds constructive and effective relationships.
- Excellent written skills. Proven ability to write a variety of documents including corporate and marketing publications, media releases, reports and presentations.
- Strong people management skills. 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.
- Strong financial management skills. Proven ability to prepare and monitor budgets and sales and expenditure forecasts.
- Good at figuring out the processes necessary to get things done. Is solutions focussed and knows how to organise people and activities to get things done. Can simplify complex processes and get more out of fewer resources.
- Good strategic thinker. Able to seek and create opportunities. Can facilitate effective brainstorming and identify strategic and creative ideas and knows how to implement them.

## Position type, location and travel

This job is full-time. It is based in Melbourne and includes interstate and overseas travel.

## Note

This job description is not a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change.

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### Document information

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