

## Job description

# National Business Development Manager

### 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 Business Development Manager, you will report directly to the Sales & Marketing Director and be responsible for:

- institutional sector sales, and digital licensing agreements with these customers
- developing sales forecasts, annual sales budgets, channel/segment & pricing strategies to implement in the market
- have a strategic focus on promoting business in the Australian domestic market, and then internationally.
- developing customer relationships with existing clients, potential new clients and other key organisations and stakeholders to deliver maximum growth across the sector.
- monitoring the business environment to analyse future growth opportunities across sectors, and regular reporting of sales and licensing activities across major institutional account sector.
- To proactively manage the roll out, promotion & customer implementation of new TGL technologies and products in the market place

### Key responsibilities

The principal responsibilities of the role include:

- design and implement new business development 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 and projects to target key areas of business growth on digital platforms
- manage the sales budget and forecast, and prepare quarterly reports & recommendations to the Sales & Marketing Director, CEO and Board on key customer business channels.
- manage negotiations, sales and renewals, particularly in the area of institutional customers, 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 business analysis of the current market to identify gaps/opportunities for business growth – especially by business channel/segment – make strategic business recommendations
- prepare future growth strategies – new customers, new channels/segments, new delivery models, new overseas markets
- undertake and manage an ongoing review of pricing models with future recommendations, with analysis and business spreadsheets to support market direction and opportunities.
- deliver client/industry presentations on behalf of TGL and its products and attend conferences and events where required.
- work in close collaboration with the Sales and Marketing and Office Administration teams, along with Digital Transformation Manager and Digital Production team.
- being able to present projects and opportunities to senior management and the Board where required
- being able to conduct competitor analysis & review in the market place, to ensure TGL have an up to date picture at all times on costs, mechanics, technology, and distribution of key competitors
- having the skill to interpret market research findings and after analysis, convert them into action plans with recommendations, that will continue to grow sales revenue for the company

## Core competencies

Proven experience	Demonstrated ability with 5 to 10 years' experience in developing and delivering effective sales and marketing strategies, and growing business across multiple digital products and channels with strategic solutions. Knowledge of digital licensing negotiations & procedures preferred, with health care background essential.
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. Is a self starter in the workplace and can set clear priorities
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 business cases, sector evaluations, presentations to senior management.
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 has the ability to stay focussed on joint outcomes for both the customer and TGL.
Innovator	Able to seek and create opportunities – and think outside the dots to deliver solutions
Technology	Is tech savvy – and has a good grasp and hands on experience of technology in the modern workplace & has an understanding of the application of this for digital and licencing arrangements. Microsoft Office skills & use are expected

### Desired qualifications and experience

A tertiary qualification in business and/or marketing is required. A background in publishing is preferred and healthcare is essential. 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 negotiating digital licence agreements is highly desirable

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#### Document information

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