

Position Description – Business Development Lead

About Meaningful Ageing Australia

Meaningful Ageing Australia is focused on the social, emotional and spiritual wellbeing of older people. We are the Australian leader in education and resourcing of spiritual care for the ageing population in the context of health, aged care and community services, and a membership based not for profit. We are committed to evidence-based practice and are a growing organisation with a small, efficient and productive team. A hallmark of our work is collaboration with members and others.

Our Aspiration:

For meaning, purpose and connectedness to be part of every ageing journey

Mission:

To enable access to high quality pastoral and spiritual care for all older people in Australia

Values:

Wisdom

Through reflection, learning and growth we deepen our capacity to support the spiritual wellbeing of older people.

Collaboration

Through respectful collaboration we expand our influence so that older people will flourish.

Engagement

Through being truly present with others, we honour the intrinsic value of every human being.

Influence

Through evidence-informed resources and practices we advance the spiritual care and wellbeing of older people in Australia.

Role Purpose

The Business Development Lead increases business opportunities for Meaningful Ageing Australia, contributes to strategic communications and sector engagement.

Work location

Flexible, depending on COVID-Safe requirements and in negotiation with CEO. National travel is required for this role.

Reports to CEO

Position specifications

Key Accountabilities (% of time)

1. Grow memberships and partnerships (70%)
2. Member engagement (20%)
3. Marketing and communications (10%)
4. Ambassador for Meaningful Ageing Australia (integrated)

Position Description – Business Development Lead

Key Tasks

1. Grow memberships and partnerships

- Develop and implement membership recruitment strategy
- Achieve minimum of 30 prospective new memberships each year
- Achieve one new partnership/other business opportunity each year
- Achieve ten new organisational affiliates each year

2. Member engagement

- Lead on member engagement strategy development
- Contribute to member engagement strategy implementation

3. Marketing and communications

- Lead on 'outward facing' events and engaging communications eg webinars, launches, social media
 - includes planning and implementation of annual calendar with the team, writing content,
 - includes hosting events on line/face to face, presenting to audiences of various sizes on line/face to face

4. Be an ambassador for Meaningful Ageing Australia

- Prompt, friendly and professional communication at all times with all internal and external stakeholders
- Outstanding customer service including strong collaboration with the team to ensure customer needs are met

Person specification

Key selection criteria

- Energetic, engaging, positive attitude, professional and pro-active
- Demonstrated success in complex sales
- Demonstrated success in marketing and communications
- Strong analytical and organisational skills
- Established capacity to work collaboratively and independently
- Outstanding interpersonal, oral and written communication skills including ability to engage effectively with wide audiences about new/challenging subject matter
- Confident using/learning technology
- Proven ability to work efficiently in a resource-constrained environment
- Demonstrated ability to make connections/create efficiencies/leverage opportunities
- Demonstrated capability to contribute to a positive workplace culture and commitment to Workplace Health and Safety

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Qualifications	
Essential:	<ul style="list-style-type: none"> • None
Desirable:	<ul style="list-style-type: none"> • Qualifications in marketing and communications, sales and/or business or equivalent professional experience

Other	
Essential	<ul style="list-style-type: none"> • Ability to travel interstate including use of planes, taxis, Uber and/or public transport • Evidence of annual flu vax • Current Criminal History Record Check • Current visa to work in Australia
Desirable	<ul style="list-style-type: none"> • Experience in online and in person event management • Working knowledge of: <ul style="list-style-type: none"> ○ Sales Force ○ Social media channels ○ Canva or similar ○ Eventbrite ○ Zoom • Familiarity with aged care/community services sector • Familiarity with contemporary spiritual care

DECLARATION	
Essential	My position description has been explained in detail and I understand and accept the accountabilities as outlined.
Employee	Name: Signature: Date: / /
Meaningful Ageing Australia representative	Name: Signature: Date: / /