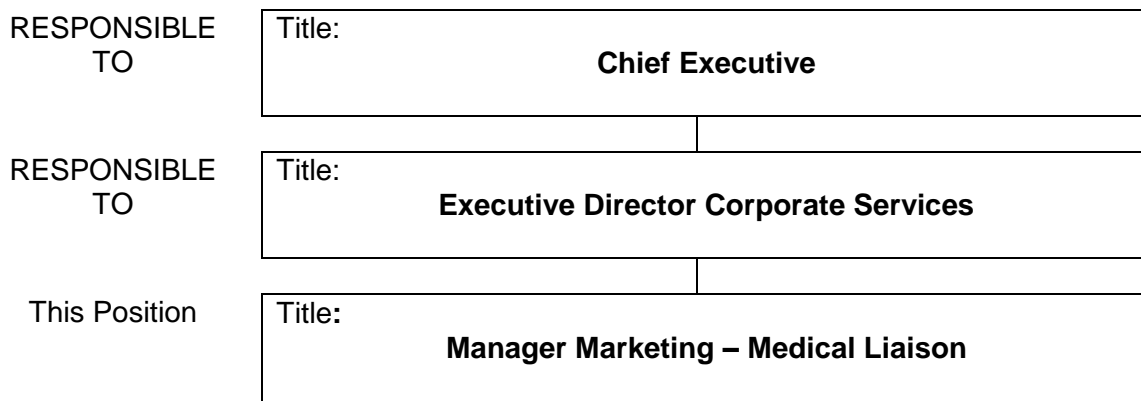




SECTION 1 - POSITION IDENTIFICATION

SITE	QEII	POSITION TITLE	Manager Marketing – Medical Liaison
DEPARTMENT	Corporate Services	LEVEL	G7
SECTION	Marketing	POSITION NO	00003191
		AWARD	Health Salaried Officers Agreement

SECTION 2 - POSITION RELATIONSHIPS



Positions under direct Supervision:

<u>Position No.</u>	<u>Title</u>	<u>Classification</u>	<u>FTE</u>
00003492	Marketing Officer	G5	1.0
00003199	Client – Medical Liaison Officer	G4	1.0
00003200	Client – Medical Liaison Officer	G4	1.0

SECTION 3 - KEY RESPONSIBILITIES

State BRIEFLY the key responsibilities or prime function of the position. Refer to definitions of terms to ensure the correct meaning of verbs frequently used eg. Controls, Maintains, etc.

Manages the planning and coordination of client services to facilitate business development.

Manages and supervises the Marketing and Medical Liaison team.

Provides a primary point of contact for PathWest Laboratory Medicine WA and external clients in relation to the service offering and associated development activities.

JOB DESCRIPTION FORM

PAGE 2 OF 3

MANAGER MARKETING – MEDICAL LIAISON, LEVEL G7, POSITION NUMBER 00003191**SECTION 4 – BRIEF STATEMENT OF DUTIES**

Duty No.	Details
1.0	MEDICAL LIAISON 1.1 Assist in the formulation and development of client services and business development strategies/programs. 1.2 Utilise market intelligence and research to identify and capitalize on cost-effective, new strategies and initiatives. 1.3 Co-ordination and implementation of client services and business development strategies/programs to maintain and increase market share. 1.4 Prepares business cases, plans and reports for the Executive Director Corporate Services and other internal clients. 1.5 Monitors and ensures adherence to key performance indicators. 1.6 Plans and implements strategies and programs to promote knowledge and understanding of PathWest's State-wide services. 1.7 Develops, promotes and maintains PathWest's profile with current and potential clients within Western Australia.
2.0	MANAGEMENT 2.1 Coordinates and supervises the Marketing and Medical Liaison team. 2.2 Prepares team budget and business plan.
3.0	OTHER 3.1 Performs duties in accordance with organisational Policies and Procedures. 3.2 Performs duties in accordance with relevant Occupational Health and Safety and Equal Opportunity Legislation. 3.3 Conducts duties in a manner that is ethical and promotes a positive image of PathWest Laboratory Medicine WA. 3.4 Participates in Performance Planning and Review. 3.5 Performs other duties as directed.

JOB DESCRIPTION FORM

PAGE 3 OF 3

MANAGER MARKETING – MEDICAL LIAISON, LEVEL G7, POSITION NUMBER 00003191

SECTION 5 - SELECTION CRITERIA

ESSENTIAL MINIMUM REQUIREMENTS

1. Demonstrated ability to manage people effectively and provide team leadership.
2. Demonstrated extensive experience in marketing, communications and/or business development.
3. High level of communication skills, both written and verbal.
4. Experience in resolving service delivery problems, including demonstrated negotiation skills.
5. Experience in building rapport with medical practitioners and other external clients.
6. Demonstrated analytical, conceptual and problem-solving skills.
7. Current knowledge of and commitment to Equal Opportunity, Disability Services and Occupational Safety and Health, and how these impact on employment and service delivery.

DESIRABLE REQUIREMENTS

1. Progress towards a higher business-based qualification.
2. Good understanding of marketing and/or communications, medical concepts and trends.
3. Class C driver's licence.

SECTION 6 – APPOINTMENT FACTORS

1. Availability to travel within the state of Western Australia, as required.
2. Availability for after-hours work, as required.

LOCATION	QEII Medical Centre	ACCOMMODATION
ALLOWANCES/SPECIAL CONDITIONS/PRE-EMPLOYMENT REQUIREMENTS:		
- Successful criminal record clearance as per Department of Health's Criminal Record Screening Policy.		
- Completion of identification check.		
- Successful Pre-Employment Health Assessment required.		
- Successful Pre-Employment Integrity checks required.		
SPECIALISED EQUIPMENT OPERATED		

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

EXECUTIVE DIRECTOR CORPORATE SERVICES

CHIEF EXECUTIVE

SIGNATURE

SIGNATURE

DATE

DATE

As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

NAME	SIGNATURE	DATE APPOINTED TO POSITION	DATE