

Position Description



Position Title	Business Development Manager
Division/Department	MePACS
Location	Based at Chelsea Heights but may be required to work across all sites
Award and Classification	HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE WORKERS (VICTORIAN PUBLIC SECTOR) (SINGLE INTEREST EMPLOYERS) ENTERPRISE AGREEMENT 2021-2025 HS3
Report to	National Sales Manager
Leader Level	Leading Self

About Peninsula Health

Peninsula Health is the major metropolitan health service for Frankston and the Mornington Peninsula. Providing world-class care to our community is at the heart of what we do.

Find out more information below:

[About Us](#)

[Strategic Plan](#)

[Careers](#)

[People Capability Framework](#)



Our Mission

Healthy lives for everyone, through sustainable, innovative, compassionate care

Your Role

The Business Development Manager plays a key role in driving MePACS' growth across the Home Care Package (HCP) / Support at Home (SAH) and NDIS sectors. The position is responsible for identifying, developing, and managing new business opportunities that support the expansion of MePACS' 24/7 monitored personal alarm services.

This includes engaging with service providers, building and maintaining strategic partnerships, and contributing to national sales targets. The role involves delivering informative presentations, supporting provider education, and fostering long-term relationships that reflect MePACS' commitment to quality and care. Through consistent engagement and effective coordination, the Business Development Manager will help increase market reach and strengthen MePACS' presence across key sectors

About You

Qualifications and/or experience

- Proven success in driving sales growth through phone and face-to-face engagement, including crafting compelling pitches, proposals, tenders, and confidently negotiating and closing deals
- Extensive experience in account management and client development, with a strong track record of building lasting partnerships
- Exceptional presentation and facilitation skills, able to engage diverse audiences with clarity and impact
- Highly persuasive and influential, with the ability to inspire action and build trust
- Proficient in Microsoft Word and Excel (intermediate level)
- Hands-on experience with CRM systems to manage pipelines and client interactions effectively
- Strong multitasking abilities and composure under pressure in fast-paced environments
- A tenacious, enthusiastic, and energetic personality that thrives on challenge and connection
- A valid Driver's Licence and willingness to travel interstate as required

Capabilities

- Emotional intelligence (includes self-care and self-awareness)
- Continuous learning

- Critical thinking and problem solving
- Clear and effective communication
- Collaboration/teamwork
- Consumer service
- Courageous conversation
- Responsible for success
- Being open to change and continuous improvement
- Organisation skills

What You Will Do

Key Responsibilities

- Proactively identify and pursue new business opportunities (both within Victoria and Interstate) to grow MePACS' sales and revenue across the HCP/Support at Home and NDIS sectors nationally
- Enhance existing customer relationships by identifying opportunities to deliver additional value
- Analyse client sales data to maintain a robust pipeline and inform account management strategies
- Plan and execute targeted sales activities with defined objectives
- Promote awareness of MePACS' product and service offerings, generating qualified leads for the inbound sales team
- Engage and influence key decision-makers through multi-channel outreach, including phone, email, virtual presentations, and in-person meetings
- Collaborate with the marketing team to align sales and marketing activities, ensuring campaigns, messaging, and outreach strategies support business development goals and reflect market needs. Provide feedback from client interactions to inform content development, lead generation efforts, and promotional planning
- Collaborate with senior leadership to support the rollout of new initiatives and improve operational processes
- Consistently achieve and exceed key performance indicators (KPIs), while producing accurate and timely reports on sales activity and outcomes
- Maintain comprehensive records and manage client interactions using the CRM system
- Oversee client documentation requirements, ensuring service agreements, onboarding forms, and compliance records are accurate, complete, and aligned with contractual and regulatory standards

- Monitor industry trends, competitor activity, and sector developments to inform strategic planning and maintain market relevance

Peninsula Care Responsibilities

- Be responsible for providing safe, personal, effective, and connected Peninsula Care in all situations
- Ensure compliance with quality and safety standards that underpin the Peninsula Care Framework by adhering to outlined responsibilities and accountabilities.
- Partner with patients, consumers, and/or carers at all levels of healthcare provision, planning, and evaluation to ensure an excellent standard of service.

Leadership Responsibilities

- Act in accordance with Peninsula Health values and code of conduct.
- Take reasonable care of their own health and safety, and that of anyone else who may be affected by their work practices, actions or omissions as outlined under the Occupational Health and Safety Act 2004 (Vic)
- Communicate openly with colleagues and leaders on safety, wellbeing, and performance.

Organisational Responsibilities

- Comply with all relevant Peninsula Health Policies and Procedures, ensuring all activities are aligned with organisational standards and complete all mandatory training
- Display Peninsula Health values in all interactions with patients, consumers, clients, volunteers, and colleagues, contributing to a supportive and inclusive work culture.
- Actively participate in professional development, work within your clinical scope, and undertake additional tasks as requested, fostering a culture of learning and teamwork.

Workplace Safety Responsibilities

- Ensure compliance with quality and safety standards that underpin the Peninsula Care Framework by adhering to outlined responsibilities and accountabilities.
- Participate and co-operate in consultative processes to improve health and safety, including ensuring that relevant data is collected, analysed, and used to improve outcome.
- Identify and manage safety hazards, clinical risk, and ensure actions are taken to prevent and minimise harm to yourself and those around you, including to consumers and colleagues.
- Understand and adhere to emergency procedures, risk management strategies, safe working/operating procedures, clinical practice guidelines, organisational standards and education and training requirements and initiatives
- Observe safe working practices and as far as you are able, protect your own and others' health and safety, and contribute to a safe and positive workplace culture.
- Assist with emergency-related functions if the Peninsula Health Emergency Management Plan is enacted. This may include providing emergency response,

relief, and recovery services to the community, as mandated by the Emergency Management Act 1986

Note: Responsibilities and duties included in this Position Description are subject to the Multiskilling provisions of the relevant Enterprise Agreement, allowing for flexible application of skills as needed across different functions.

Peninsula Health acknowledges the Traditional Custodians of the lands where its Health Services are located. We acknowledge the Bunurong/Boon Wurrung people of the Kulin Nation. We pay our respects to Elders past present and emerging.

As an Equal Employment Opportunity Employer, we promote a diverse and inclusive workplace where everyone is valued. We encourage applications from Aboriginal and Torres Strait Islander peoples, culturally diverse backgrounds, the LGBTQIA+ community, and people with disabilities.

I acknowledge and accept that this position description represents the duties, responsibilities and accountabilities that are expected of me in my employment in the above position. I understand that Peninsula Health reserves the right to modify position descriptions as required, however I will be consulted of any changes.

Employee Name:

Employee
Signature:

Date

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