

Position Title:	Reproductive Commercial Lead
Salary Range:	VCGS Professional & Administrative Salaries – 7.5 – 8.2
Reporting Manager:	Executive General Manager – Strategy & Commercial
Direct Reports:	4
Home Group:	VCGS – Strategy and Support

Who are we?

Victorian Clinical Genetics Services (VCGS) is a not-for-profit subsidiary of the Murdoch Children's Research Institute www.mcri.edu.au and provides a wholly integrated genetic testing, diagnostic and counselling service for health professionals, patients and their families across Victoria, Australia and globally. Our clinical geneticists and genetic counsellors work in close consultation with our medical scientists to provide the most accurate interpretation for complex genetic tests. VCGS also plays a pivotal role in research and development, driving translational research and policy development in the field of genetics.

What is it like to work for us?

We are committed to ensuring a positive working environment that values all backgrounds and experiences. We cultivate an inclusive culture that is underpinned by equal opportunity for all and a culture based on respect, consideration and dignity. We are also committed to developing our people and fostering an environment where learning and development is central to our staff reaching their full potential.

Position Overview

The Reproductive commercial lead at Victorian Clinical Genetics Services (VCGS) is a pivotal role designed to synergise the functions of reproductive sales and marketing within the organisation. This role is responsible for driving the integrated strategy for sales and marketing to enhance brand visibility, increase market penetration, and foster sustainable growth for our NIPT, carrier screening and maternal serum screening services.

The Reproductive commercial lead will oversee the development and execution of comprehensive sales strategies and marketing campaigns, ensuring alignment with VCGS's strategic objectives.

Key Responsibilities:

- Develop and implement integrated strategies for sales and marketing to achieve business objectives
- Lead and manage the Sales and Marketing teams, ensuring strategic objectives are met with effective execution
- Oversee the coordination between marketing campaigns and sales activities to ensure continuity and maximise effectiveness
- Develop key customer relationships and manage high-level partnerships to foster business growth.
- Collaborate with internal stakeholders to align sales and marketing strategies with overall business goals
- Analyse market trends and competitor strategies to adapt and inform VCGS's approaches
- Monitor performance metrics for sales and marketing, adjusting strategies as necessary to achieve targets.
- Manage budgets for both sales and marketing departments, ensuring optimal allocation of resources
- Lead the communication efforts to clearly articulate the value and innovation of VCGS's services to all stakeholders
- Drive innovation in marketing techniques and sales strategies to keep pace with market changes and technological advancements

Selection Criteria

- Proven leadership experience in managing sales and marketing teams.
- Strong strategic thinking and business acumen with the ability to make data-driven decisions.
- Excellent communication and interpersonal skills, with the ability to engage and influence various stakeholders.
- Experience in developing and executing marketing strategies and sales initiatives.
- A background in genetics and genomics healthcare is highly desirable.
- Proven track record of achieving or exceeding business development and marketing goals.
- Ability to work collaboratively in a dynamic, interdisciplinary environment

Conditions of Employment

- Working with Children & National Police Clearance (if appointed) in compliance with the Victorian Governments Child Safety Standards.
- The right to reside and work in Australia and you meeting any applicable visa conditions.

Health, Safety & Wellbeing

- We are committed to providing and maintaining a working environment which protects the health, safety and wellbeing of our people, partners and the community
- Employees conducting duties on behalf of VCGS are expected to meet the environment, health and wellbeing requirements and responsibilities specifically required for the role
- We are committed to supporting children in their right to be safe and adhere to the responsibilities we have to ensure their protection and safety as per the Child Safety Standards Policy
- Specified positions may be subject to medical review to ensure that the inherent requirements of the role can be undertaken safely

As VCGS evolves to meet its changing strategic & operational needs and objectives, so will the roles required of its employees. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. This position description is intended to provide an overall view of the incumbent's role as at the date of this statement.