



Purpose of role	<p>The Medical Liaison Manager (Business Development) is responsible for the identification of opportunities and to ensure excellence in service delivery with a specific focus of business growth for SNP.</p> <p>This will be achieved in consultation with the Manager (Business Development) and Manager (Client Relationships), medical liaison managers, laboratory managers and the Executive.</p>	
Reports to	Manager – Business Development, Manager - Client Relationships	
Authority	<p>Has authority to:</p> <ul style="list-style-type: none"> <li>- visit doctors as a representative of Sullivan Nicolaides Pathology;</li> <li>- resolve customer service issues affecting quality of service in consultation with the Marketing Manager/s, Quality Manager and Laboratory Manager;</li> <li>- enter hospital settings, including wards, emergency units and high dependency units as a representative of Sullivan Nicolaides Pathology.</li> </ul>	
Selection criteria	<b>Mandatory</b>	
	SC1	Commitment to Sonic Healthcare core values
	<b>Desirable</b>	
	SC2	Ability to identify and realise business opportunities for the practice
	SC3	Ability to provide a high level of customer service to both internal and external customers
	SC4	Understanding of the principles of continuous quality improvement
	SC5	Demonstrated ability to communicate effectively in written and oral form
	SC6	Broad understanding of pathology processes
	SC7	Possess a good working knowledge of MS office programs
	SC8	Demonstrated ability to work independently as well as an effective member of a team
	SC9	Must hold a Type O, Class C, driver's licence and have a demonstrated good driving record for the past 5 years
	SC10	Excellent organisational skills
Major responsibilities	<p>Demonstrate initiative to identify and maximise business development opportunities to grow Sullivan Nicolaides Pathology business interests.</p> <p>Demonstrate initiative to identify and address specific service needs, service inadequacies and opportunities, with a specific focus on retention of work and business growth.</p> <p>Monitor the behaviour of competitors and recognize and diffuse threats to SNP business as a result of these behaviours.</p> <p>Maintain a high level of customer service focus to promote Sullivan Nicolaides Pathology to the referring practitioners and their secretaries and receptionists, the patients, hospitals, nursing homes and other institutions in your area of responsibility</p> <p>Develop and continually update knowledge of all medical centres (and hospitals as required) in the territory in relation to key contacts, specialist medical disciplines, medical personnel, ward operations and personnel and competitor's activities.</p>	

Specific duties and responsibilities	<p>Build and maintain professional relationships with doctors, their representatives and where applicable key staff in areas that include but are not limited to administrators, directors of nursing and their assistants, clinical nurse consultants, clinical nurse educators and the directors and managers of units such as emergency centres and intensive care units, public relations, marketing.</p> <p>Structure workload to ensure 70% of time is spent in direct contact with customer and 30% in office/administrative duties.</p> <p>Report any significant variations in service experienced by internal or external clients and users of the service to the Marketing Manager</p> <p>Be willing to implement immediate resolution when the expected service has not been delivered. Be an advocate of continuous quality improvement by reviewing processes to identify opportunities for enhanced excellence in service.</p> <p>Participate in SNP sponsored educational and promotional activities.</p> <p>Participate in planning and development of marketing strategies and products.</p> <p>Organise and assist in marketing functions, lab tours etc. within your territory and other territories.</p> <p>Contribute to, and encourage staff to contribute to, continuous Quality Improvement initiatives within Sullivan Nicolaides Pathology and your area of responsibilities</p> <p>Provide support to colleagues when required.</p> <p>Attend liaison meetings &amp; teleconferences.</p> <p>Prepare and submit accurate and timely monitoring reports as requested.</p>																
Acknowledgement	<table border="0"> <tr> <td data-bbox="373 994 624 1025">&lt;Employee's Name&gt;</td> <td data-bbox="1082 994 1358 1025">-----/-----/-----</td> </tr> <tr> <td></td> <td data-bbox="1082 1037 1142 1068">Date</td> </tr> <tr> <td data-bbox="373 1084 549 1115">Brenton Halter</td> <td></td> </tr> <tr> <td data-bbox="373 1126 786 1158">Manager – Business Development</td> <td data-bbox="1082 1126 1358 1158">-----/-----/-----</td> </tr> <tr> <td></td> <td data-bbox="1082 1167 1142 1198">Date</td> </tr> <tr> <td data-bbox="373 1214 504 1245">Margot Hill</td> <td></td> </tr> <tr> <td data-bbox="373 1256 743 1288">Manager - Client Relationships</td> <td data-bbox="1082 1256 1358 1288">-----/-----/-----</td> </tr> <tr> <td></td> <td data-bbox="1082 1296 1142 1328">Date</td> </tr> </table>	<Employee's Name>	-----/-----/-----		Date	Brenton Halter		Manager – Business Development	-----/-----/-----		Date	Margot Hill		Manager - Client Relationships	-----/-----/-----		Date
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