

**Position: Lifestyle Planner Department: Marketing  
Role reports to: Customer Acquisition Manager   
Classification/Level: SCHADS Level 5 (SACS 4) Location: Sydney**

|  |  |
| --- | --- |
| **Our Vision and Purpose** | |
| Working toward our vision of happy, inclusive communities creating opportunities, our diverse team shares a common purpose to enhance wellbeing | |
| **Position Summary and Purpose** | |
| Contribute to regional growth through promotion of New Horizons (NH) service offerings and acquisition of new customers. Actively market and sell NH products and services to potential customers  In collaboration with customer service and marketing teams, ensure cohesive, seamless, customer experience for new customers. Ensure customer retention and satisfaction through regular review and reassessment of customer’s requirements. | |
| **Reporting lines and stakeholder relationships** | |
| Internally - Reports to the Marketing Manager who will provide direction and support on matters relating to customer acquisition, performance and HR matters. In addition, the Customer Service Manager in their nominated hub will provide direction and support regarding operational matters related to intake and on-boarding of customers.  Work’s collaboratively with both Marketing and Customer Service teams, Team Leaders and support employees, Risk and Compliance team, Portfolio and Finance.  Externally - Liaises with service providers, government agencies, consultants, health professionals, family members, guardians and community members who are looking for support. Proactively engages with potential customers, their families, friends Guardians and service providers. | |
| **Key Result Areas** |  |
| **Service Delivery**   * Develop and implement processes to support the growth and promotion of NH service offerings * Develop and maintain an in-depth knowledge of NH service offering, and the key referral pathways into and out of the organisation * Establish and maintain a comprehensive service directory of local Government, non-government services providers, including mainstream and commercial services, that will benefit the customer experience and enable customers to reach their goals * Establish tools and systems for tracking and reporting customer enquiries, referrals, and conversions * Liaise with customers to clarify and determine Service Agreements, including pricing   **Business Development/Relationship Management**   * Drive growth through customer acquisition and retention * Manage customer enquiries and referrals, perform assessments and detailed needs analysis in order to determine, recommend and plan the most appropriate support solutions * Manage the transfer of information between relevant stakeholders in order to ensure seamless conversion and on boarding of all customers * Develop new business opportunities through a sustained program of cold calling, mailing and following up referrals/leads to achieve customer acquisition targets * Develop and conduct service presentations and pitches, and implementing promotional campaigns and activities that promote our service offering * Ensure customer retention and satisfaction through regular review/ reassessment of customer’s needs   **Quality/Reporting**   * Contribute to the ongoing development of organisational processes and standards to enable continuous improvement in the quality of service and customer outcomes. * Collect, analyse and report on enquiries, referrals and conversion trends * Document clear and concise records, and submit monthly reports * Ensure compliance with any statutory and funding requirements.   **WH&S**   * Demonstrate and promote safe and healthy work practices at all times. | |
| **Key Competencies** | |
| * Strong interpersonal skills, confident in working collaboratively with individuals, families, networks, small and large groups and other stakeholders. * Ability to market and sell New Horizons products and services to customers * Strong analytical skills and ability to influence others * Excellent verbal and written communication skills * Strong attention to detail, planning, problem solving and organising skills * Demonstrated ability to work independently and as a part of a team. * Act as a brand ambassador by ensuring customer and stakeholder interactions incorporate relevant branding, messaging, content and value propositions | |
| **Skills/Knowledge/Experience** | |
| * Experience in sales, marketing, business development or related fields. * Relevant experience and understanding of community services, mental health and disability * Intermediate computer skills in full suite of Microsoft Office * NSW Driver’s licence, Working with Children’s Check (WWCC), Australian Federal Police Check | |