

## POSITION DESCRIPTION

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|----------------------------|--|--------------------------|-----------|
| <b>Position Title</b>      | Client Acquisition & Relations Specialist          |                          |           |
| <b>Team</b>                | Diverse Care                                       |                          |           |
| <b>Classification</b>      | SCHADS Level 5                                     | <b>Employment Status</b> | Full Time |
| <b>Position reports to</b> | Senior Manager Diverse Care                        |                          |           |
| <b>Location</b>            | South East Melbourne, primarily based in Dandenong |                          |           |
| <b>Last revised on</b>     | May 2025   |                          |           |

## COMPANY PROFILE

Southern Migrant and Refugee Centre (SMRC) is a community-based agency providing services to migrants and refugees living in the southern region of Melbourne, including the local government areas of City of Greater Dandenong, City of Casey, Shire of Cardinia, and surrounding suburbs.

SMRC supports the settlement of newly arrived refugees and provides community-based services for migrants and refugees through in-language social and economic participation and health and wellbeing programs.

The Southern Migrant and Refugee Centre (SMRC) commenced operating in 1993 delivering support services for migrants and refugees in the Southern Region of Melbourne. SMRC is governed by an elected Board of Directors and is a registered charitable organisation.

The organisation is a specialist in providing settlement and community services to culturally and linguistically diverse people dedicated to enabling refugees and migrants to achieve their goals and aspirations.

The workforce teams are divided into Health and Wellbeing, Settlement Services, Diverse Care and Corporate Services to ensure a high impact and client centred service.

Joining SMRC will give you the opportunity to develop your career while using your energy and skills to make a difference in the lives of people living in our community.

### The CORE VALUES/Unique characteristics are:

- **Integrity** | We are open, honest, and transparent, and consistently strive to do the right thing.
- **Compassion** | We are inclusive and employ empathy, kindness, and a commitment to treating others as equals in all we do.
- **Accountability** | We are individually and collectively responsible and hold each other and ourselves to account for our decisions, actions, performance, and behaviour.
- **Respect** | We embrace diversity, and we respect and value the rights, strength, opinions, and experiences of the individuals and communities with whom we work.
- **Excellence** | We set and achieve ambitious goals and we take pride in the delivery of high-quality services that have a positive impact.

## Position Objective

The Lead Generation & Client Acquisition Specialist focuses on driving business growth by identifying and acquiring new clients for SMRC's Diverse Care business. The Diverse Care business provides aged care and disability services to people within Melbourne's southeast, with a particular focus on people from Cultural and Linguistically Diverse communities. The Specialist will plan and execute outreach and marketing activities, develop promotional materials, organise educational events, manage stakeholder relationships and represent the organisation at community events and expos.

## Key Responsibilities

**SCHADS Award Characteristics of this level –**

- May be required to exercise initiative and judgement where practise and direction are not clearly defined.
- Involvement in establishing organisation programs and procedures and work may span more than one discipline.
- Required to assist in the preparation of the organisation's budget.
- Set priorities and monitor work flows in the area of responsibility, which may include establishing work programs.
- Required to set priorities, plan, organise of own work and that of lower classified staff and Volunteers.
- Where projects and/or function are required, establish outcomes to achieve the organisation's goals.

### Core Responsibilities of the role

- Develop and implement a marketing plan and strategies to identify and engage potential clients within the older CALD community.
- Work with the marketing team to develop, design and distribute digital and printed marketing materials that effectively communicate our services and value proposition.
- Identify opportunities for educational and promotional events aimed at lead generation.
- Plan, coordinate and execute events, including seminars, workshops and community gatherings, to promote SMRC services to potential clients.
- Establish and maintain strong relationships with key stakeholders, including community leaders, local organisations and healthcare professionals to enhance service delivery and expand SMRC client base.
- Represent SMRC at expos, community events and other relevant forums. Deliver presentations and engage with attendees to promote SMRC services, increase brand awareness and generate leads.
- Manage the entire sales process from lead generation to client onboarding.
- Coordinate event management for Aged Care activities with support from the service planning and coordination team.

### Team Responsibilities

- **Aged Care Accreditation:** Support the program's accreditation process and ensure all services align with the Aged Care Quality Standards.
- **Accountability for KPIs:** Ensure performance meets or exceeds KPIs, aiming for no less than 98% as specified in the service contracts.
- **Project proposals:** Contribute to the development of funding proposals, tenders, service models, research and innovation.
- **Collaboration & Co-Design:** Work with SMRC teams, communities, and agencies to build a positive and collaborative team environment to avoid program duplication and co-design initiatives that promote and enhance economic and social participation and well-being for eligible clients.
- **Relationship Building:** Foster positive relationships through role modeling, practical support, and participation in program activities and events.
- **Communication:** Effectively communicates and maintains professional relationships with clientss, staff and key stakeholders
- **Team Support:** Assist other team members during high-demand periods or staff absences.
- **Strategic Plan Execution:** Ensure operational objectives align with and are executed according to the

Manager's direction, contributing to the strategic plan's success.

- **Continuous Improvement** – Contribute to a practice of Continuous Improvement and innovation in all areas of work.
- **Client confidentiality and dignity** – Understands systems and policies for protection of client.

## Key Selection Criteria

### Qualifications

- Bachelor's degree in marketing, Sales, Business Administration or a related field.

### Key Knowledge Areas – Role specific

- Minimum of 3 years of experience in lead generation, client acquisition, or sales roles, preferably within the healthcare or community services sector.
- Demonstrated experience in planning and executing marketing campaigns and events.
- Knowledge of community, social and health sectors is desirable.
- Strong understanding of marketing principles and lead generation techniques.
- Excellent communication and interpersonal skills, with the ability to engage effectively with diverse communities.
- Proficiency in using CRM software and marketing tools.
- Ability to work independently and as part of a team.
- Strong organisational and project management skills.
- Cultural sensitivity and understanding of the unique needs of older CALD clients.
- Proficient in Microsoft 365 Applications.

### Key Knowledge Areas – General

- Time Management - Prioritises work; demonstrating an understanding of organisational, team and individual priorities and capacities; and ensures that key requirements are met.
- Demonstrates active listening and asks appropriate questions when dealing with clients and colleagues, Demonstrate SMRC's Values in all work and communications.
- Written Communication – Prepare accurate reports and documents when required; provide clear, accurate and timely electronic (email) messages and responses.
- Openly shares information, participates and contributes to team discussions.
- Support and maintains a positive approach to change and adapts to new or different ways of working.
- Exceptional information technology skills including competency in Microsoft 365 applications, including Outlook, Teams, CRM and CMS systems.
- Data literacy and skills, ability to maintain accurate records
- Demonstrate SMRC's Values in all work and communications.

### Requirements

- Current Driver's Licence and own vehicle

## Staff reporting to this position

Nil

## Responsibilities & Conditions of Employment

SMRC is an Equal Opportunity Employer (EEO) and encourages applications from people of culturally and linguistically diverse backgrounds, including people from Aboriginal, Torres Strait Island heritage and people with lived experience of disability.

SMRC believes in protecting the safety, rights and wellbeing of children including the expression of cultural beliefs and identity.

SMRC strongly believes in the promotion of gender equality and respect for relationships.

SMRC staff may be invited to represent SMRC in external communications, including but not limited to videos, photos, and interviews. Participation is entirely voluntary. Manages own risk and ensures that risks are identified and reported in own work context.

All SMRC People must

- Contribute to Occupational Health & Safety (OHS) objectives by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.
- Adhere to policies and procedures which aim further culturally safe, inclusive and respectful work practises.
- The staff member may be required to perform other duties as directed, in accordance with training, skills and experience.
- Participate in professional development by actively participating in staff development workshops and training programs.
- The staff member must comply with child safety standards and policies.
- Manage own risk and ensure that risks are identified and reported.

## Important Information

SMRC offers:

**Salary Sacrifice:** Employees have the option to access salary sacrifice through an external provider. Staff on a full time or part time contract can access tax free salary packaging.

**Christmas break:** SMRC offers all staff time off between Christmas and New Year's Day, up to 3 days leave, without leave loading.

All appointments to the SMRC are subject to the following:

- Police Check (not older than 6 months)
- Employee Working with Children Check (not expired)
- NDIS Worker Screening Check (not expired)

Please visit the SMRC website at [www.smrc.org.au](http://www.smrc.org.au) or for further information contact the People and Culture Team on 03 9767 1900 or at [hr@smrc.org.au](mailto:hr@smrc.org.au).

## Employee Signature

I have read, understood and accept the above position description.

Employee Name

Employee Signature

Date

Manager Name

Manager Signature

Date