

<b>Role</b>	Business Development Manager
<b>Reporting to</b>	Executive Director, Strategic Relationships and Advocacy
<b>Direct Reports</b>	Nil
<b>Employment Fraction (FTE)</b>	Full-time
<b>SCHADS Award Classification Level</b>	Level 6
<b>Location</b>	Remote or Hybrid – working from home and at Mental Health First Aid International Head Office, Melbourne CBD.

## 1. Our organisation

Mental Health First Aid International (t/a MHFA Australia, MHFAI) is a global health promotion charity dedicated to the provision of evidence-based education programs that increase mental health literacy, reduce stigma, and help people develop the skills they need to encourage people to seek professional help.

MHFA courses teach members of the public how to provide initial help to a person who is developing a mental health problem, experiencing a worsening of an existing mental health problem or in a mental health crisis. The first aid is given until appropriate professional help is received, or the crisis resolves.

We support a global movement across 30 countries of organisations dedicated to prevention and early intervention to reduce the impact of psychological distress and mental health problems in families, communities, educational settings, and workplaces.

We are grounded in high-quality research and evaluation and value lived experience.

We are purpose driven and focussed on impact.

We are committed to health equity and to supporting priority need populations.

We exist to change and save lives every day.

#### **Acknowledgments**

MHFAI recognises Aboriginal and Torres Strait Islander Peoples as the Traditional Owners and Custodians of Australia. We acknowledge and pay respect to Aboriginal and Torres Strait Islander Peoples as the world's oldest living culture and embrace their continued connection to land, waters and community. We pay our deepest respect to all Aboriginal and Torres Strait Islander Elders past, present and emerging.

MHFAI acknowledges people with lived and living experience of mental health problems and suicidality, their loved ones and those who care and support them. With diverse identities, challenges and life experiences, we recognise that each journey is unique and invaluable.

At MHFAI we embrace our differences as we know that diversity helps us to innovate and make the biggest impact possible. As an organisation we welcome all people regardless of age, ethnicity, faith, disability, socio-economic background, sexual orientation and gender identity.

## **2. Function and Team Overview**

### **2.1 Function overview**

The Strategic Relationships and Advocacy (SRA) portfolio works to strengthen partnerships and collaboration, increase fundraising and philanthropy, expand program impact and reach, and advocate for the inclusion of Mental Health First Aid (MHFA) in government policies, strategies, and funding. This directorate oversees the communications, business development, and government relations functions to drive MHFAI's strategic influence and sector engagement.

## **3. Position Overview**

The Business Development Manager is responsible for supporting the SRA Executive Director with leading business growth, developing and maintaining strong relationships with our partners while collaborating with stakeholders to deliver business development growth. Results driven, this position demands a strong knowledge of business and sales growth techniques, Government systems and political environments, policy, and the ability to negotiate and influence in Australia and Internationally across peak body agencies, community and workplace settings.

## ***POSITION DESCRIPTION***

### **Business Development Manager**

This position will lead the growth of MHFA training through the development and influencing of key relationships within community and workplace, government and community settings.

The Business Development Manager will form close and collaborative working relationships with all staff across the organisation as well as our partners, suppliers, Instructors and other external stakeholders. They will work strategical and operationally, while working closely with Commercial Contracts and Grants and the International Secretariat.

The role covers a number of areas, including but not limited to:

#### **Business Development**

- Support the SRA Executive Director lead and implement the commercialisation of MHFAI products.
- Set goals and develop plans for revenue growth and the development of strategies to meet these goals.
- Track, identify and add market opportunities to the sales pipeline through data analytics, high level research and networking. Pursue leads and move these through the sales cycle.
- Research, plan and implement new target market initiatives.
- Develop and implement a tool kit of financial techniques to monitor and improve sales revenue to achieve organisational goals.
- Coordinate and oversee the development of grant proposals with a multi-disciplinary approach.
- Negotiate, support and prepare the development of contract agreements. Work with relevant teams to create proposals including rates and timelines.
- Track and report on the status of proposal components.
- Prepare financial projections and sales targets.
- Develop standard processes to maximise business efficiency and effectiveness.
- Develop strategies to present new business ideas to small and large perspective business partners.
- Represent MHFAI in public speaking events and forums related to community and workplace settings as required.
- Prepare business reports and analytics as required for the CEO, Executive Team and Board.

#### **Customer Relationship Management**

- Develop and lead key stakeholder relationships and/or mutually beneficial partnerships that reflect MHFAI's principles and partnership principles.

## **POSITION DESCRIPTION**

### **Business Development Manager**

- Support the SRA Executive Director with Government engagement (political and bureaucracy ), to build relationships and exposure to our impacts, along with business opportunities (Federal, State and Territories).
- Maximise current partnerships and relationships whilst identifying new opportunities within key industry bodies, sectors and organisations to expand and grow awareness of MHFA core course delivery.
- Invest in strategic links and dialogue with key industry groups and networks that contribute to achieving engagement objectives.
- Identify new organisations and contacts to drive and grow leads acquisition and engagement initiatives.
- Develop and lead strategic partnerships to support sustainable funding and business growth.
- Attend exhibitions, conferences and industry events, Nationally and Internationally in line with our partnerships and strategic initiatives.
- Development and delivery of presentations to prospective clients and other stakeholders.

How the role is performed is just as important as what is included in the role. The role is guided by our values and behaviours and adheres to our Guiding Principles.

#### **Our Principles**

We live, demonstrate and ensure consistency with our principles of agility, collaboration, equity, integrity and respect.

#### **Health and Safety**

Actively contribute to health and safety at MHFAI by being aware of health and safety policies and procedures and consciously applying these every day to ensure the health and safety of our workplace.

#### **Quality Assurance Compliance**

As part of your role with MHFAI you are required to actively support and uphold our commitment to quality as defined by our organisation's standards.

Key responsibilities include:

##### **1. Quality Compliance and Standards Adherence**

- Ensure all tasks are performed in alignment with established quality standards, protocols, and best practices specific to MHFAI.
- Maintain compliance with regulatory requirements and internal quality procedures at all times.

## 2. Commitment to Continuous Improvement

- Identify and report opportunities for quality enhancements, proactively participate in training programs, and seek out ways to elevate service and product standards.

## 3. Client-Centred Quality Assurance

- Engage in practices that prioritise client (both internal and external) satisfaction and consistently aim to exceed quality expectations, contributing to a positive experience for all.

## 4. Accountability and Ownership of Quality

- Take personal responsibility for the quality of work, actively seek guidance as needed, and address any issues that may impact quality outcomes in a timely manner.

## 4. Key Selection Criteria

### **Qualifications**

1. Relevant tertiary qualification (Business Management, Community Development, Marketing, Communications).
2. Minimum of 5 years demonstrated senior experience in Business Development, Stakeholder Relations and Partnership Management experience within a health services or non-profit environment.

### **Essential Skills and Knowledge**

1. Demonstrated skills and experience managing, securing and retaining diverse high value organisational relationships that achieve and further business development objectives.
2. Proven ability to understand the varying needs and interests of key organisations to create sustainable and effective relationships which yield results.
3. Ability to develop highly effective working relationships by building credibility, respect and rapport with business leaders.
4. Proven ability to build and manage relationships with stakeholders, to meet organisational objectives, including workplaces, government and community organisations.
5. Demonstrated experience participating in roundtable discussions with stakeholder groups and decision makers.
6. Demonstrated experience managing commercial contracts or supplier agreements.
7. Excellent communication skills both written and verbal, with an ability to work well with a range of diverse stakeholders.
8. Demonstrated ability to work independently and show initiative.
9. Demonstrated attention to detail and accuracy with tasks.

10. Ability to work under pressure, work on multiple initiatives and be highly organised and adaptable.
11. Demonstrated experience in presenting and public speaking.
12. High level of general computer literacy (Web, social media, Excel, Word, PowerPoint, Databases, Office 365 Mac OS X).
13. Experience in the health sector essential. Experience in the mental health and suicide prevention sector is desired.

## 5. Employment Conditions

The below are conditions of employment for all roles.

- Demonstration of a non-stigmatising attitude towards mental illness.
- An understanding of, and an interest in, mental health issues. Familiarity with mental health terminology, and a willingness to complete a Mental Health First Aid course.
- A full unrestricted Australian work permit or visa.
- A National Police Check is required to be obtained upon appointment to the role and every three years thereafter.
- Current Working with Children's Check required.

### ACCEPTANCE OF POSITION DESCRIPTION

This position description may be subject to change as the organisational policies, procedures and plans are reviewed and updated over time.

As the incumbent for this position, I have received a copy of the Position Description and have read and understood its contents and agree to work in accordance with the requirements of the position.

I understand and accept that I must also comply with the policies, procedures, guidelines, and systems of Mental Health First Aid International.

**Employee Name:**

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**Employee Signature:**

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**Manager's Name:**

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**Manager's Signature:**

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## ***POSITION DESCRIPTION*** **Business Development Manager**

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**Date:**

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It is not the intention of the Position Description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned in this document may be altered in accordance with the changing requirements of the role.