

## POSITION DESCRIPTION

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# Manager, Client Acquisition & Management – Healthcare

Reports to:	Director of Health Services
Employment:	Full-Time
Remuneration:	\$110,000 base salary exc. Super + compensation plan

## BACKGROUND

Sotero, part of the Respond Global group, is an emerging force within the health services sector, focussed on addressing the healthcare gap in rural and remote settings. We provide practical patient-centric healthcare solutions, that are scalable, adaptable, and fit for the unique challenges presented by rural and remote healthcare. Our outcome focussed services and solutions target the critical issues facing rural and remote communities, that is, providing clinical workforce to address shortages in addressing community healthcare demand, providing clinical facilities, logistics and infrastructure to deliver critical health services and facilitating specialist outreach services to communities via telehealth.

The Manager, Client Acquisition & Management plays a pivotal role in driving business growth by identifying, pursuing, and onboarding new clients. This position is responsible for developing and executing strategies to attract potential customers, building strong relationships, and converting prospects into loyal clients. The role will collaborate closely with the broader executive and internal teams to optimise lead generation, tailor sales approaches, and ensure seamless onboarding of new clients.

This role will also lead the client relationship function by fostering strong, long-lasting relationships between our company and its existing clients. This involves understanding client needs, ensuring their satisfaction, and driving engagement to promote business growth. The role will serve as the main point of contact for clients, helping to resolve issues, provide strategic insights, and support their goals.

The ideal candidate will have excellent communication skills, a client-focused mindset, and the ability to collaborate across teams to deliver exceptional service and value. As a business leader the ideal candidate will design and manage a team and set targets and goals that align with our objectives.

It is expected that this role will be highly mobile, regularly meeting with new and existing clients and creating long lasting relationships.

## KEY RESPONSIBILITIES

### **Client Acquisition:**

- Develop strategies to identify and attract potential clients, including public and private hospitals, corporations, remote sites, clinics, and private practices.
- Identify and pursue new business opportunities, building and maintaining relationships with potential clients, and driving revenue growth.
- Build a client pipeline and lead marketing efforts to grow the business.
- Manage responses to tenders, contract negotiations and pricing with clients.
- Identify and manage to targets and key performance indicators.
- Conduct market analysis to identify trends and competitor activity, providing strategic recommendations improve market position.
- Build and lead the client acquisition team, providing mentoring and support to assist in achieving team goals.

### **Client Relationship Management:**

- Build and nurture strong, long-lasting relationships with key stakeholders to enhance client satisfaction and loyalty.
- Maintain strong client relationships by regularly assessing needs, addressing concerns, and aligning with client goals.
- Create account plans, define, implement and manage client SLAs and ensure contract compliance.
- Build and lead the client relations team, providing mentoring and support to assist in achieving team goals.

### **General:**

- Provide regular reports on client acquisition and retention outcomes.
- Analyse client feedback and industry trends for continuous improvement.
- Oversee team member performance, ensuring alignment with business strategies and key performance indicators (KPIs).
- Work closely with the Recruitment Manager to ensure all opportunities for workforce placements are achieved.
- Collaborate with internal executive management to ensure the whole business is achieving its objectives.
- Be an advocate for Respond Global and Sotero culture both internally and in the external marketplace.

## QUALIFICATIONS

### **Education:**

- Bachelor's degree in business, HR, healthcare administration, or related fields.

### **Experience:**

- 5+ years in client acquisition, relationship management, or sales, ideally in healthcare or recruitment.

### **Skills:**

- Familiarity with recruitment software (ATS, CRM), strong communication, negotiation, leadership, problem-solving, and adaptability.
- This role focuses on expanding healthcare recruitment services by building long-term client relationships and meeting staffing needs effectively.