

WORKPLACE FIRST AID ACCOUNT AND SALES MANAGER

Purpose of The Role

The role reports to the Partnerships Manager – Commercial and leads the account management and sales of the Workplace First Aid programme, supporting opportunities to grow revenue streams for Nuku Ora, in line with Nuku Ora’s strategic priorities. The Workplace First Aid Account Manager is responsible for initiating and forming new partnerships, managing existing partnerships and maintaining positive long-lasting customer relationships with local, regional, and national stakeholders. The role will oversee customer account management, including negotiating contracts and agreements to maximise profit. The role will also work alongside the Partnerships Manager – Commercial to support the sales and promotion of other commercial opportunities as required.

The Workplace First Aid Account Manager will develop marketing and communication plans, working with the Communication and Marketing Manager to ensure that plans are in line with the Nuku Ora Communication Strategy and Relationship Management Strategy. The Workplace First Aid Account Manager will work closely with First Aid Instructors to plan and coordinate courses and book customers into courses via Workplace First Aid Training’s booking system to deliver quality First Aid courses throughout the wider Wellington region.

Partnerships Team Purpose

The Partnerships Team will provide leadership and advocacy to develop strategic partnerships across the region that increase levels of physical activity to create healthier, happier, and better-connected communities towards a stronger Aotearoa. Embracing the principles of Te Tiriti o Waitangi, and our belief in the importance of inclusion and diversity, the Regional Programme Team will ensure that no one misses out.

Recognising that Nuku Ora cannot do everything, the Partnerships Team leads the identification and development of strategic partnerships and relationships that support and enhance Nuku Ora’s programme development and delivery. The Partnerships Team is responsible for maintaining existing partnerships and identifying opportunities for new partnerships and future funding, including identifying future revenue generating opportunities.

The Partnerships Team is the caretaker of Nuku Ora’s Strategy 2032 and provides the CEO and Nuku Ora senior leadership team with insights and evaluations on the performance of Nuku Ora against its activities, objectives, and strategic outcomes.

Role Accountabilities

Account Management and Sales

- Complete, implement and manage a project plan for Workplace First Aid including evaluation objectives, tasks and milestones, stakeholder mapping and reporting requirements.
- Complete, implement and manage a marketing and communications plan to effectively market Workplace First Aid to schools, businesses, and community organisations.

- Ensure that plans are in line with the Nuku Ora Communication Strategy and Relationship Management Strategy.
- Liaise with Workplace First Aid Ltd when needed to manage the project.
- Delivery of dynamic presentations as part of the sales process.
- Manage the sales and delivery of Workplace First Aid in line with Nuku Ora's strategic priorities.

Relationship Management

- Build and leverage partner relationships to support channels to market First Aid programme delivery, including secondary schools and related organisations such as College Sport Wellington, physical activity organisations and other private businesses.
- Develop and maintain collaborative relationships with customers, arrange meetings and onsite visits to see them in person.
- Attend regular networking events.
- Attend, participate and contribute to staff meetings.
- Attend any events that Nuku Ora sponsor or deliver to promote Workplace First Aid Training
- Advocate the value of physical activity to partners.
- Develop and maintain collaborative relationships across the Nuku Ora team. Ensure a good working knowledge is maintained of other Nuku Ora teams and their work, outcomes, and successes.

Budget Management and Revenue

- Manage the overall Workplace First Aid budget within delegations and financial policies.
- Achieve the profit targets for the First Aid costs centre, including course numbers, participants, revenue, and expense targets outlined in the project plan.

Operational

- Effectively manage all administration for the courses, including loading of courses and customers onto the database and the distribution of invoices. Review data collection for accuracy.
- Coordinate with Workplace First Aid Instructors for the delivery of courses and provide the Instructor with accurate course information for the day.
- Send out online learning links prior to a course for customers to complete.
- Provide accurate information to Workplace First Aid Training Head Office for invoicing, certificates and unit standards. Download all accurate NZQA course reports at the end of each week and email to head office for reporting.
- Print and post certificates for customer as required.
- Support the Partnerships Manager – Commercial with sales and promotion of other commercial opportunities as required.

Key Things We Are Looking For

Qualifications, Skills and Experience

- A track record in marketing and sales
- An understanding of business modelling and forecasting ROI
- Commercial capability with a focus on driving revenue outcomes
- Stakeholder management skills and experience
- Excellent presentation skills
- Strong self-motivator, time-management and organisational skills.

Interpersonal and Relationship Skills

- Strong networking skills and ability to build rapport and maintain relationships
- Understanding of and affinity to the 'Purpose' and 'Direction' of Nuku Ora
- Experience and strength in ability to effectively collaborate across internal and external teams
- Sensitivity to understand and respond to the needs of different audiences

Technical Skills and Knowledge

- Ability to be innovative and anticipate areas of focus
- Expertise using databases or CRM
- An understanding and affinity for the sectors supporting physical activity, especially play, active recreation, sport, and active transport

Key Relationships in Role

Internal

- Partnership Manager – Commercial
- Partnerships Team members
- First Aid Instructors (Nuku Ora staff)
- Community Development Team
- Delivery Team Managers
- Communications and Marketing Manager
- Finance Manager

External

- Primary and Secondary Schools
- College Sport Wellington
- Physical activity organisations
- Regional and local councils
- Private businesses
- First Aid Instructors (Nuku Ora contractors)
- Regional Sports Trusts

What being part of the Nuku Ora Team means

- Support and demonstrate the Nuku Ora Way, a values-based approach that identifies our desired behaviours or operating principles for how we want to operate as an organisation.
- Actively and positively participate as a member of the team, supporting the philosophy and culture of Nuku Ora, and committing to continued personal and professional development.
- Proactively looking for opportunities to improve the operations and performance of Nuku Ora and collaborating with others.
- Complying with and supporting all health and safety policies, guidelines, and initiatives. Ensuring all incidents, injuries and near misses are reported.
- Adhering to all Nuku Ora procedures, policies, and guidelines.
- Demonstrating a commitment to and respect for the Te Tiriti O Waitangi and incorporating this into our work.
- Supporting Nuku Ora's insights approach to deliver higher quality initiatives and interventions based on innovation and informed decision making enabling the organisation to better manage change and the ability to anticipate and influence the physical activity sector.
- Providing outstanding stakeholder engagement and management services, utilising Nuku Ora's relationship management approach, the CRM system and relevant business rules.
- Ensuring diversity and inclusion is central to our work.
- Performing any other duties as needed and support other Nuku Ora initiatives such as events e.g. Round the Bays.

Dimensions of the Role

Reports to: Partnerships Manager – Commercial

Location: Greater Wellington Region

People Responsibilities: None

Grade: 14

Department: Partnerships

Date: May 2022

Authorities: As per Delegated Authority

Fixed Remuneration: \$28 - \$30/hour

