

Position Description

Position Title:	Senior Manager, Growth and Sales
Division:	Engagement
Reporting To:	GM Marketing & Communications
Direct Reports:	Sales Development Manager, Enquiries Team Leader

ABOUT NORTHCOTT:

Who is Northcott?

Northcott is a not-for-profit disability service provider that works with customers to realise their potential.

As one of Australia's largest not-for-profit disability service organisations, we provide services from metropolitan and regional locations throughout NSW, QLD, and the ACT. We have more than 90 years of experience and expertise in the disability service industry.

A registered NDIS provider, we employ approximately 2,500 staff and provide empowering, personalised services to over 30,000 children and adults with disability to realise their potential and live the life they choose.

What do we do?

Northcott provides personalised and dynamic support, delivered by a committed team who will optimise and maximise support and services for every customer.

Our experience and expertise give confidence to our customers they are in good, trustworthy hands, while our commitment to innovation and pushing boundaries allows us to tackle any challenge currently creating barriers for our customers to reach their potential.

What is our promise to each customer?

We will work creatively and relentlessly with each customer to unlock, discover and unleash their potential, supporting and empowering them to be the best they can be now and in the future.

Our customers are not numbers; they are unique individuals. We personalise our services to each customer's current and future needs and goals, every single one, to ensure their development and growth.

As advocates for our customer's inclusion, we will empower them with confidence, choice and opportunity so they can live their life, as they choose, in their own way.

Our Values

Our values have always been a significant part of our service to customers, and they have helped shape Northcott into the wonderful organisation it is today. We are Innovative because we develop

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new ideas and solutions with creativity in anticipation of changing needs. We are Respectful because we believe that everyone's voice is unique and that they have the right to be heard. We are Brave because we have the courage to stand up for people with all abilities even in the face of adversity.

KEY OBJECTIVE OF THE SERVICE/DEPARTMENT:

To drive sustainable customer growth and revenue outcomes by delivering an integrated, customer-centred growth and sales function that connects marketing, enquiries, business development, sales and operational conversion activities. The department is responsible for generating demand, building market awareness, managing referral and customer acquisition pathways, and optimising the end-to-end customer journey from initial enquiry through to sign-up, move-in and service commencement. The function works collaboratively across the organisation to improve customer experience, conversion outcomes, occupancy, revenue performance and long-term growth.

KEY OBJECTIVE OF THE POSITION:

The Senior Manager, Growth and Sales is accountable for end-to-end growth and sales execution with a primary focus on building and converting demand into sustainable revenue outcomes. The role owns the new customer journey from initial enquiry through qualification, matching, visit, offer, sign-up and move-in, ensuring the journey is efficient, customer-centred and optimised to support timely revenue conversion.

This role creates a single senior point of accountability for growth, sales performance, pipeline discipline and revenue-linked outcomes. Focus areas include ensuring Home & Living operates as an integrated growth system rather than a set of fragmented handovers between functions, localised growth is realised in the Community portfolio, and that targeted growth is achieved in the Clinical portfolio.

The role works collaboratively with Marketing, Sales, Operations, Service Development and other support functions to strengthen demand generation, pipeline performance, conversion, operational readiness and vacancy outcomes.

PERSON SPECIFICATIONS (SKILLS & KNOWLEDGE)

(List skills and knowledge required for this position. Include technical, operational and procedural knowledge, as well as any required management and communication capabilities)

- Advanced expertise in growth leadership, business development, sales execution and pipeline management
- Strong commercial acumen with demonstrated revenue accountability
- Deep understanding of disability housing, SIL and the NDIS operating environment
- Ability to diagnose pipeline performance issues and intervene decisively
- Strong data literacy and ability to translate insights into action

- Proven capability influencing across complex, matrixed organisations
- Excellent stakeholder engagement and executive communication skills
- Ability to operate with ambiguity, senior authority and limited direct control.
- Familiarity with consultative selling, value-based selling, strategic prospecting, and closing techniques
- CRM and Customer Lifecycle Management: Advanced proficiency in CRM platforms (e.g. Salesforce, Microsoft Dynamics, HubSpot) to manage customer acquisition, sales pipelines, forecasting and reporting.

ESSENTIAL QUALIFICATIONS & EXPERIENCE REQUIRED

- Significant senior experience in growth, sales, business development or commercial leadership
- Proven experience delivering revenue and growth outcomes in a complex service environment
- Experience working within, or strong understanding of, the disability or social services sector
- Demonstrated success leading cross functional growth or sales systems
- Proven experience in networking to expand professional connections and identify new business opportunities.
- Tertiary qualifications in business, marketing, strategy or a related discipline (or equivalent experience)

DELEGATION LEVEL

3.1

CORE COMPETENCIES OF THE ROLE

Customer Focus / External Contact

- Maintains strong customer and referrer focus across the growth and sales lifecycle
- Builds and sustains structured referral networks and partnerships
- Maintains awareness of market trends, customer needs and NDIS dynamics
- Adaptability to meet evolving customer needs

Relationship Building

- Works in close partnership with Marketing, Sales, Operations and Service Development
- Builds credibility and influence with senior leaders and regional teams
- Develops strong external sector and referral relationships

Problem Solving

- Diagnoses systemic growth and conversion issues across the pipeline
- Applies commercial judgement and data-led decision making

- Proactively escalates and resolves barriers to growth performance

Leadership

- Operates as a senior leader
- Mentors direct reports and broader teams
- Sets clear expectations, standards and performance cadence
- Influences behaviour, accountability and outcomes across teams

Financial Impact

- Owns performance against growth and revenue targets
- Drives improvements in conversion, speed to placement and revenue yield
- Provides reliable forecasts and performance insights to senior leaders

Time Impact

- Daily and weekly decisions impacting revenue, growth and pipeline health
- Medium- to long-term impact on portfolio sustainability and growth outcomes
- Lead-to-Opportunity Conversion Rate: % of leads qualified into the pipeline
- Productivity Ratio: Core selling activities vs. administrative time (ideally $\geq 70\%$ focused on revenue-driving activities)
- Engagement Volume: Number of calls, emails, and social interactions per week
- Pipeline Velocity: Average time for a lead to convert from initial contact to qualified opportunity

DUTIES

The typical duties of this position include:

- Lead the full growth-to-revenue cycle by connecting demand generation, enquiry management, customer matching, operational readiness, sign-up and move-in into one coordinated performance system
- Own the end-to-end new customer journey from enquiry to sign-up and move-in, ensuring each stage is timely, customer-centred and clearly accountable
- Lead continuous improvement of the sales and onboarding journey using customer feedback, pipeline data and performance insights.
- Identify and remove customer journey friction points that delay conversion, reduce customer experience or impact revenue realisation
- Define and monitor consistent cross-function conversion standards across enquiry response, qualification, matching, visit, offer, sign-up and move-in
- Lead and uplift sales discipline and business development capability, including the establishment of structured referral and market activation plans
- Work with Operations to ensure vacancies, house readiness, customer matching and move-in planning are aligned to sales and revenue priorities
- Provide clear visibility of pipeline health, conversion speed, likely move-ins, revenue risk and required interventions

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- Provide clear reporting and insights to GMs, COO and Executive
- Contribute to growth planning for new developments, housing opportunities and priority portfolio expansion pathways
- Ensure growth commitments align with operational deliverability
- Escalate performance issues and enable timely decision making
- Comply with Northcott policies, WH&S obligations and legislative requirements.

This list is indicative only and is subject to change. All Northcott employees are required to comply with any reasonable work requests as directed by their employer from time to time.

NORTHCOTT POLICY AND PROCEDURES

All Northcott employees are expected to be familiar with and adhere to Northcott policies and procedures. For more information see your manager or refer to the policy and procedures available on the Northcott Intranet.

Employee's Signature

Employee's Name

Date

Please forward a signed copy to Human Resources.