



Divisions of Meleina Pty., Ltd. ABN 85 003 637 830
P.O Box 1190
Brookvale NSW 2100
Ph: 61 2 9976 7400
Fax: 61 2 9976 2374

Suite 108, 1 Erskineville Road
Newtown Business Centre
Newtown NSW 2042
Ph: 61 2 9550 5522
Fax: 61 2 9550 6699

Revised: December 2006

POSITIONAL DESCRIPTION

DANIEL SIMPSON

COMPANY: ekas, Interviewing Australia & Recruitment Australia

JOB TITLE: General Manager

LOCATION:

Manly or City (Sydney) as typically needed to meet scheduled activities

DIRECT REPORT: Director

ORGANISATIONAL RELATIONSHIPS:

Reporting directly to the Director.

Working closely with the Director and Chief Financial Officer as part of the Executive. Working closely with Heads of Departments to provide an overall framework and guidance to implement strategic, marketing & communications, service plans and assess progress.

JOB SUMMARY (Overall Purpose of Job)

To be specifically responsible for the enterprise's;

- Customer relations
- Customer service
- New customer acquisition
- Marketing and sales
- Human Resource Management
- Administration

KEY AREAS OF RESPONSIBILITY

1. STRATEGIC MANAGEMENT & PLANNING (Executive)

- Jointly formulate, create and implement yearly business plan.
- Jointly formulate, create and implement yearly customer relations and communication plan.
- Jointly formulate, create and implement innovative & new initiatives
- Jointly evaluation of organisations corporate performance.
- Jointly for executive decisions and outcomes.

2. CUSTOMER RELATIONS

- TOP 12 clients
- Potential 12 TOP clients
- New approaches; formal introduction & follow up
- Lapsed clients; reconcile and follow up
- Client service complaint handling
- Review of major completed projects and seek customer feedback (>\$50k)
- CRM (Act 6) software (maintain, coach & train) to ensure that the enterprise has a comprehensive single point of reference for clients/contacts.

3. CUSTOMER SERVICE

- Ensure responsiveness to customer requests and quotes
- Provide appropriate company and service information
- Mixed methodology quotations

4. MARKETING

- Responsible for corporate positioning and growth through brand awareness

- Advertising

5. BUSINESS DEVELOPMENT & INDUSTRY NETWORKING

- Seek out business development opportunities in relation to new revenue sources, partnerships or ventures.
- Promote the enterprise through networking and participation in industry bodies including: AMSRS, AMI, ASMI, Sydney CC, Manly CC and University Alumni Membership (Monash/Sydney and Macquarie).

6. HUMAN RESOURCE MANAGEMENT

- Assist in the recruitment of full time staff
- Preparation of employment contracts
- Maintain understanding of projects through meetings such as the weekly OPERATIONS FORUM.
- OHS (Occupational Health and Safety)
- NUW (National Union of Workers)

7. ADMINISTRATION

- Oversee storage and archiving
- Assist in the maintenance of hardware, IT and network administration

POSITIONAL SKILLS / QUALIFICATIONS

- Relevant tertiary qualifications such as:
Masters and or Bachelor degree; preferably in Business, Commerce or Management
- Managed business unit with P&L responsibility.
- B2B client relations and or account management
- Business develop record
- Understanding of research methods and or the research industry.
- High-level interpersonal communication skills.
- Above average written and verbal communication skills.
- High level personal organisation skills.

