

Position Description

Position title :	Innovation & Growth Executive
Division:	Membership and Development
Location:	National Office
Reports to:	General Manager, Membership and Development
Position type:	Contract:12 months Full Time
Approved by:	CEO
Date approved:	July 2021

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 30,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

- Accountability, Collaboration, Courage, Excellence and Respect

About the role

As the Innovation & Growth Executive, you are responsible for developing innovative ideas that diversify and grow non-member revenue streams to deliver on the APA's strategic direction. You support a close-knit Business Development team to play a pivotal role in taking our strategic goals forward.

We require a talented and tenacious candidate who will bring energy and unique creative thinking to uncover and drive genuine growth in our business. You will be motivated to drive new business ideas and develop the right strategy to create opportunities and open doors.

You can expect to ...

- Focus on growth planning through the establishment of new programs and offers to grow revenue
- Utilise market knowledge to identify and secure new commercial opportunities
- Create a compelling value proposition and mechanism for engaging with the target market
- Strategically grow and diversify our revenue streams
- Stimulate a greater appeal to attract funding for the APA
- Identify short and long-term opportunities to generate new revenue streams for APA
- Create a business case around an innovative new idea that is aspirational but achievable
- Build upon existing channels of non-member revenue

About you

- Demonstrated experience in generating new business opportunities
- Persuasive and agile communicator, able to build rapport with stakeholders and understand how to respond to business needs
- Self-motivated and proactive
- Innovative and creative thinker to develop new strategies
- Ability to understand organisational strategy then implement this into new opportunities
- You understand the importance and linkages to brand value
- High degree of independence, flexibility, initiative and ability to work as part of a team
- Excellent presentation skills with the ability to present to senior executives
- Competent skills in Microsoft suite of products (ie: PowerPoint)
- Prior experience in the Allied Health sector will be highly regarded