

New Roles in Home Care

This organisation is establishing a presence in Melbourne with the launch of new technology which is a game changer in the provision of high-quality home care services. Both roles report to the CEO.

• *Care Manager*

Your brief is to recruit, induct, train, manage and motivate a team of Care Assistants who will deliver transparent home care for the Company's clients. This team will be inspired by your reputation in the sector, and will align with the organisation's philosophy of helping people age exceptionally.

• *Client Manager*

Utilising your industry knowledge and connections, you will identify a target audience and execute a strategy for building a client base who will be attracted by the Company's novel service offering. You will utilise a wide range of techniques to build the Company's presence in the market and thereby ensure its capacity to expand and prosper.

Please view the Position Descriptions on www.brookerconsulting.com.au and send a CV (Word format, up to 5 pages) to career@brookerconsulting.com.au or ring Jeremy Wurm on 03 9602 1666, in confidence.

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POSITION DESCRIPTION

CARE MANAGER

COMPANY BACKGROUND

The rationale for the establishment of Tend Care Pty Ltd (trading as tend) is to provide a more user-friendly service in a highly cost-effective manner. The Company has developed a communication tool which is new to the industry, and which is nothing short of a 'game changer' product. It enables care assistants in the home environment to optimise service provision and to offer family members true transparency in keeping them informed regarding the quality of care administered to their loved ones. This ability of family members to monitor the situation in real time is a first, and the Company is committed to matching the attributes of care team members to the individual requirements of each client and their family.

The Company's philosophy is to help people age exceptionally – learning, growing and living life to the fullest. To achieve this, care assistants are sought, who believe in the organisation's purpose and whose values are also closely aligned. Only with team members like this, can Tend maintain consistently high levels of service.

The Company is the brainchild of Jeremy Martin, a Singapore-based financier and entrepreneur who has underwritten Tend's establishment and who is now poised to launch the Company into its pilot marketplace of Melbourne. From a base in the eastern suburbs, the two founding employees will launch the business. The inaugural positions are those of Care Manager and Client Manager. These two executives will drive Tend's operations, initially in Victoria, and then on an Australia-wide basis, with plans to set up a Sydney office in due course.

REPORTING STRUCTURE

The Care Manager reports to the Company's Founder and will work closely alongside the Client Manager in building teams to ensure optimal service delivery.



PRIMARY PURPOSE OF THE ROLE

To promote long term viability of the business by the establishment and development of a strategy, business model and service offering which are all tailored to the needs of clients and are consistent with the philosophy of the Company.

DUTIES AND RESPONSIBILITIES

- The hiring, induction, grooming, motivation and evaluation of exceptional care assistants.
- The continual management of the care assistants - finding the right balance of empowerment and consistency of service delivery.
- Close collaboration with the Client Manager so that the right care team members are matched with the care recipients.
- Constant monitoring of the mood and vibe of the care assistants, maintaining a close relationship with them and functioning as their advocate within the Company.
- Representing the care assistants' view at the table.
- Be responsible for formal training and cultural education.
- Management of the scheduling of the care team, to ensure that the clients are well matched and the distances between each home visit are minimised, through route optimisation.

SELECTION CRITERIA

- Honesty and integrity - does not cut corners ethically and always strives to do the right thing.
- Attention to detail - does not let things slip through the cracks.
- Proactive - does things without being told.
- Organisation and planning - plans, organises, schedules and budgets in an efficient manner.
- Focuses on the key objectives.
- Ability to hire A players - sources, selects and persuades the best people to join the team.
- Possesses a good knowledge of who is influential in the market.
- Capacity to develop people - coaches staff so that they can improve performance.
- Innovative - constantly thinking of new ideas.
- Enthusiasm - exhibits passion and excitement about work, with a can-do attitude.
- High standards - expects personal output and team performance to be nothing short of the best.
- Communication - speaks and writes clearly and succinctly, without being overly verbose or talkative.
- Teamwork - reaches out to peers and cooperates with everyone to establish an overall collaborative working relationship.
- Analytical - believes in collecting and analysing data/using databases to store information.



POSITION DESCRIPTION

CLIENT MANAGER

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DUTIES AND RESPONSIBILITIES

- Work with the Founder and the Care Manager in formulating a strategy for business development.
- Undertake extensive market research to identify trends in the Home Care Sector, and use this information to refine the business development strategy.
- Establish, develop and maintain constructive relationships with peak bodies, member associations, advocacy groups and service organisations (where appropriate), to identify target audiences who may be potential clients of the Company.
- Employ a range of sales, marketing and social media channels to promote Trend to potential clients.
- Devise, arrange and lead participation in seminars, trade shows and other promotional opportunities which would be of relevance and interest to potential clients of Tend.
- In consultation with the Founder and the Care Manager, formulate and provide marketing collateral to promote the business.
- Ensure that the Tend website is constantly updated, offering maximum interaction with existing and potential clients.
- Recruit a team of specialist business development professionals who possess the sector knowledge, influencing skills, passion and values alignment necessary to achieve maximum brand awareness and market share.

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