



Account Director – Medical Nutrition Position Description

Status	Permanent
Hours	35 hours per week
Location	Home Based
Reports to	Chief Operating Officer
Direct Reports	Dotted line Marketing Communications Lead

About Dietitian Connection:

Founded in 2012, Dietitian Connection’s (DC) vision is to create a global community of dietitians who inspire, educate and challenge one another. DC is the trusted source of learning for busy dietitians around the world via our multi-media channels, including weekly e-newsletter, e-magazine, social media, webinars, podcasts, resources and events. Our mission is to be the world’s trusted leader in professional development and networking for dietitians. We help to keep our members in touch and at the forefront of the field of nutrition.

We also partner with influential food and medical nutrition companies to showcase their products to our members. So many of our members don’t have the time or opportunity to keep up to date with what’s happening or new on the market for their clients and rely on us here at Dietitian Connection for the latest information, education and new products.

Most exciting of all, we’re taking our profession to the next level by elevating the role of dietitians in health and wellness. Our members’ shared passion for nutrition and health is now inspiring real, actionable change — for the good of our community.

Role Purpose:

The purpose of the role of Account Director – Medical Nutrition is to lead the business development strategy for our Medical Nutrition clients. This includes ensuring the delivery team provide best practice client service from pitch to delivery to evaluation. In addition, consistently adding value to the client’s business by proactively recommending actions that will improve the business outcome for both the client and DC.



Responsibilities:

- Lead business development strategy and account delivery for Medical Nutrition clients.
- Ensure that an annual sales strategy is prepared for current and prospective clients and goals are met in terms of outreach and sales targets.
- Increase revenue and retain partners for year-on-year growth, against agreed targets.
- Lead business pitches with current and prospective clients.
- Regular travel to build client relationships and attend DC events.
- Look for new and innovative ways of delivering service, growing business and meeting evolving needs of clients.
- Identify opportunities for further account expansion and development through cross selling, upselling and referrals.
- Establish excellent client relationships by building rapport, understanding their business and meeting their needs.
- Understand the client's overall brand strategy and take responsibility for the creation of communications strategy during program planning.
- Ensure regular client contact, and that all clients are briefed on all relevant account activity.
- Ensure that highest quality standards are met when serving the client and during execution of activations, including meeting client deadlines and continuously deliver on expectations.
- Lead delivery team to execute client activations.
- Active participant in all internal sales and company meetings, provide input on growth strategy and market research.
- Maintain key stakeholder networks in the Medical Nutrition, health and nutrition sector through attendance at conferences, symposia as well as online research to ensure up-to-date understanding of the health and nutrition landscape and opportunities for business development.
- Lead campaigns relevant for the medical nutrition clients. E.g. Malnutrition Week to drive strategy and sponsorship target. Lead delivery team to deliver on marketing & PR, dietitian communications, stakeholder engagement and evaluation.
- Ensures Dietitian Connection's values are applied to all aspects of the role.
- Keep accurate records of time worked on projects daily.
- Use the CRM to manage engagement with clients and track account goals
- Broader account management; sales tracking and reporting in Xero
- Other tasks as required.



Expected Behaviours:

Inspire

- We have the courage to dream big
- We show our community what is possible in the world of nutrition
- We help our community think differently

Innovate

- We seek to understand our community's needs to develop new ideas and solutions
- We remain agile in ever-changing environments
- We take cues from the micro and macro environments around us to evolve
- We value creativity and imagination

Collaborate

- We achieve greater outcomes together
- We recognise the value that each person contributes
- We celebrate successes

Debate

- We welcome diversity of opinion, experience and ideas
- We feel comfortable challenging the status quo
- We provide a safe space to listen, understand and respectfully discuss ideas

Excellence

- We strive to exceed expectations
- We commit to continuous improvement
- We value feedback

Lifelong learning

- We commit to growth and development
- We ask questions when we are unsure
- We help our profession grow



Skills and Qualifications:

Essential	Desirable
Ability to effectively communicate with all levels of stakeholders Excellent verbal and written communication skills for proposals, presentations and reports	Account management experience
Ability to work in a fast paced and growth environment; displays high self-motivation and initiative; adaptable	Previous marketing and/or sales experience including use of a CRM
Excellent listening skills and strategic thinking	Understanding of regulatory issues as they relate to the medical nutrition industry
Able to take feedback and moderate behaviour	
Well-developed organisational, prioritisation, and time management skills	
Excellent problem solving and project management skills	
Ability to identify decision makers and influencers and to build and maintain lasting relationships	
Ability to collaborate and establish win-win solutions	
Ability to negotiate with confidence and results-driven	
Attention to detail	
Qualification in Dietetics	
Confident with technology including ability to use Word, PowerPoint, Excel.	
Strong network within medical nutrition industry	
Eligible to work in Australia and have permanent residency	