

POSITION DESCRIPTION

Position	Sales and Business Development Manager
Location	Norwest
Reports to	CEO
Direct Reports	1
Employment Type/Term	Permanent Full-Time
Date	December 2025

Organizational Context

The Congregation of the Sisters of Saint Joseph of the Sacred Heart (SOSJ) has ministered in the areas of faith formation, education and spiritual direction since its foundations in 1866. It established the Spirituality Ministry of the Sisters of Saint Joseph (the “Spirituality Ministry”) in 1977 as a company limited by guarantee and its mission statement is:

In the spirit of Saint Mary MacKillop, the Spirituality Ministry of the Sisters of Saint Joseph serves groups and individuals seeking a place that nourishes “spirit” offering spiritual refreshment, renewal, quiet, beauty, peace, relaxation.

The SOSJ has committed to a “whole of ministry” framework, which offers new and exciting possibilities. The “whole of ministry” approach will breathe new life into our spirituality and heritage centers and ensure the Josephite ministry in faith formation and spirituality will continue to evolve to meet the changing needs of those we serve.

We value, respect and are committed to the safety of all people. We have a zero tolerance for adult and child abuse or mistreatment. All employees have a responsibility to commit to a culture of safeguarding. This includes completing safeguarding induction training and possibly ongoing safeguarding training.

Basic Role Purpose

The Sales and Business Development Manager is responsible for driving sales growth, managing national centralised bookings, and expanding the customer base of the Mary MacKillop Spirituality Ministry (MMSM). The role leads the sales and bookings functions, promotes the Centre’s programs and accommodation services, and builds strategic partnerships with key stakeholders, including Catholic schools, organisations and religious orders, community groups, and corporate clients. This position plays a critical role in enhancing the sustainability, visibility, and utilisation of the MMSM through targeted sales initiatives aligned with the organisation’s Purpose, Mission, Vision, and Values.

Key Role Accountabilities

Ethos and Mission

- Uphold and promote the ethos, mission, Purpose and Values of the Spirituality Ministry.
- Demonstrate commitment to deepening understanding of the Josephite spirit.
- Promote a climate of hospitality, respect and welcome.
- Foster positive and professional working relationships across the Spirituality Ministry.

Position Responsibilities

1. Sales Strategy and Business Development

- Develop, manage and implement annual sales and business development plans.



- Identify new sales opportunities and partnerships to expand Centre bookings, programs, events and accommodation services.
- Develop proposals, quotes and tailored packages for clients.
- Conduct outreach to Catholic schools, parishes, dioceses, community groups and corporate clients to promote offerings.
- Analyse market trends and recommend strategic improvements.

Leadership

- Actively participate as a member of the Leadership Team and contribute to organisational decision-making.
- Lead and drive strategic initiatives aligned with the MMSM Strategic Plan.
- Model and promote MMSM values across all areas of work and staff interactions.
- Provide effective leadership, guidance, and support to staff within the sales and bookings functions.

Finance

- Prepare and present accurate reports as required.
- Meet financial targets and contribute to revenue growth.
- Manage operations within approved budgets and ensure cost-effective practices.
- Work closely with the Finance and Corporate Services Manager to support forecasting, compliance, and financial planning.

2. Customer Relationship Management

- Oversee and Manage all customer enquiries through the centralised sales and bookings team
- Maintain and grow customer relationships through proactive engagement and follow-up.
- Ensure high levels of customer satisfaction, retention and repeat business.
- Resolve customer concerns professionally and promptly.

3. Marketing and Communications

- Contribute to marketing plans and promotional activities.
- Collaborate with internal teams to ensure consistent messaging aligned with MMSM values.
- Represent MMSM at community events, expos, conferences and networking engagements.
- Develop strategies to support national and local Marketing strategies.

4. Pipeline Management and Reporting

- Oversee and manage the integrity of the RMS booking system and associated online platforms (Bookings.com, Expedia etc.).
- Prepare sales forecasts, activity reports and performance analysis.
- Monitor revenue pipelines and develop strategies to meet targets.

5. Professional Development

- Evaluating personal and professional performance and seek opportunities for ongoing professional development.

- Evaluating performance of direct reports and ensure that approved personal and professional development activities are undertaken.
- Participating in the performance planning and review process.

6. Work Health and Safety (WHS)

- Follow WHS policies and procedures.
- Report hazards and ensure safe work practices.

7. Safeguarding of Children and Adults at Risk

- Ensuring you comply with the Children and Vulnerable Adult Safeguarding policy and procedures and undertake training as and when required.

8. Key Performance Indicators

- Achievement of sales and revenue targets.
- Growth in customer engagement and repeat business.
- Demonstrated alignment with MMSM Mission and Values.
- Accurate reporting, documentation and CRM management.
- Contribution to an effective, collaborative team culture.
- Manage Centralised sales and booking function efficiently and effectively.
- Ensure sales and booking teams achieve their Key Performance Indicators.

9. Qualifications and Experience

Essential

- Relevant tertiary qualifications in business, sales, marketing or related field.
- Minimum 5 years' experience in sales, business development or relationship management.
- Demonstrated ability to manage pipelines, develop proposals, and drive revenue.
- Experience working with booking systems (RMS highly desirable).
- Excellent interpersonal and communication skills.
- Strong organizational and time management capability.
- Authentic commitment to the Spirituality Ministries Purpose, Vision, Mission and Values.

Desirable

- Experience within a religious, not-for-profit or spirituality-based environment.
- Experience with RMS.

Incumbents in this position are required to hold a State-based Working With Children Check and National Police Check.

I confirm that this position description is an accurate reflection of the responsibilities of this position:

Manager

Date