

Position Description

Manager Pathology Client Services

Classification:	HS6
Business unit/department:	Pathology
Work location:	Austin Hospital ☒ Heidelberg Repatriation Hospital ☐ Royal Talbot Rehabilitation Centre ☐ Other ☐ (please specify)
Agreement:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Officers) (Single Interest Employers) Enterprise Agreement 2021-2025
Employment type:	Parental Leave Cover
Hours per week:	40 (38 + ADO)
Reports to:	Pathology – General Manager (Operations)
Direct reports:	Pathology Client Services staff
Financial management:	Budget: N/A
Date:	Sept 2025

Position purpose

The Client Services Team plays a strategic role in supporting Austin Health Pathology through the management of client relationships, business development, and marketing and communications. This includes identifying and facilitating new service opportunities, overseeing client onboarding, and maintaining strong engagement with internal and external stakeholders across our expanding metro and regional network.

This position is responsible for driving the growth and visibility of Austin Pathology's services by identifying commercial opportunities, negotiating service agreements, and supporting the establishment of new clinics and referral partnerships. It also involves preparing business proposals, monitoring service performance, and providing insights to support sustainable expansion.

In addition, the role oversees the development and delivery of marketing and communication strategies that promote service offerings, support client engagement, and ensure consistent, brand-aligned messaging across all platforms. This includes managing promotional materials, coordinating external communications, and contributing to digital content and signage across the network.

The Client Services Manager must bring relevant experience in pathology and a strong understanding of service delivery, stakeholder engagement, and commercial operations. The role requires a

proactive, collaborative approach to ensure high-quality service delivery, client satisfaction, and alignment with Austin Health's strategic objectives.

About the Directorate/Division/Department

Austin Health Pathology is a dynamic and growing department within Austin Health, dedicated to delivering high-quality diagnostic services across metropolitan Melbourne and regional Victoria. We proudly support Austin Health, the Mercy Hospital for Women, and a wide network of GPs and specialists.

We are currently expanding into the Hume and Loddon Mallee regions, strengthening our presence and accessibility in regional communities through a network of laboratories, collection centres and point-of-care services.

Our accredited laboratories provide a full range of diagnostic services—from routine testing to complex investigations—supported by expert advice and a strong commitment to research, education, and innovation.

As a university teaching hospital, we offer rich opportunities for learning and collaboration. Our team contributes to formal education programs for students and actively participates in research, development, and clinical trials.

Our regional laboratories deliver core pathology services tailored to meet the needs of their local communities, with the backing and support of our main 24/7 laboratory at the Heidelberg campus, which offers a full suite of diagnostic capabilities including Anatomical Pathology, Biochemistry, Blood Transfusion, Haematology, Microbiology, and Molecular Diagnostics.

This period of growth marks a significant chapter for Austin Health Pathology. We are proud to be strengthening our services and continuing to advance diagnostic care across Victoria'

Position responsibilities

Business Development:

- Review opportunities for expansion of collection services, including the facilitation and negotiation of lease agreements across Austin Pathology's expanding metro and regional catchment.
- In collaboration with the General Manager (Operations) and Pathology Regional Manager, review and negotiate Service Level Agreements as required.
- Investigate and facilitate commercial arrangements for the department, including the establishment and negotiation of testing arrangements for external partners.
- Prepare contract documents, new business proposals, business cases, and service models for consideration by the Pathology Executive, playing a key role in the establishment of new business initiatives.
- Oversee the onboarding of new clients including hospitals, GP practices, clinicians and referral laboratories, working with the collections team to establish new clinics as required.
- Maximise revenue from Austin Pathology's existing client base through the promotion of our service provision, liaising with clients to build awareness and influence the uptake of offerings.
- Gather and report on market business intelligence to support and review new business projects, providing advice to internal departments and Pathology Executive.



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- Develop and maintain dashboards and internal reporting systems to monitor service uptake, collection centre performance, profitability and financial sustainability of business initiatives, and client ordering patterns for analysis and action.
- Facilitate collaborative and cooperative relationships with new and existing services users, building brand awareness and providing an entry point for all new business enquiries.
- Work with the Pathology Executive to hold external education seminars including cases conferences, collections training and AusCare usage support

Client Relationship Management:

- Responsible for the oversight and ongoing management of internal and external client services of Austin Pathology across the expanding metro and regional network.
- Work closely with internal departments to ensure service expectations are met, providing feedback on client needs to refine service offering and ensure client retention.
- Oversee external and internal client liaison to ensure appropriate Pathology service delivery consistent with contractual obligations.
- Oversee the complaints management process, liaising with both internal and external stakeholders and preparing of formal responses, escalating feedback to the General Manager (Operations) and creating a monthly cumulative feedback report for review.
- Routinely conduct Client Satisfaction surveys, in line with SLA agreements, working with internal teams to review feedback provided and implement improvement opportunities.
- Maintain positive client relationships through scheduled SLA and governance meetings as well as periodic on-site visits with partnered healthcare facilities and GP and specialist clinics.
- Oversee the management, maintenance and revision of the Austin Pathology doctor database, ensuring information is current while facilitating electronic and other result delivery formats.

Communications and Marketing:

- Develop promotional strategies for the Pathology department in conjunction with the General Manager (Operations) based on business objectives.
- Oversee the development of all supportive marketing materials utilised by the pathology service, liaising with Austin Health Corporate Comms dept as required.
- Develop and coordinate marketing strategies and communication plans for the department to assist in the rollout, promotion and user uptake of new services or initiatives, including the regional pathology expansion.
- Collaborate with the senior pathology team on the implementation of new services, technologies, or platforms as it pertains to clients.
- Be responsible for the review of client facing materials including but not limited to the Austin Pathology website, Austin Pathology request forms, and any personalised service documents ensuring brand adherence and clear, compliant communication.
- Provide guidance and support to operational teams on branding, tone, campaign management and promotional materials, ensuring consistency and best practice in all communication.
- Oversee the development of and dissemination of formal communications to external clients, including those for promotional purposes as well as service changes or outages, liaising with the Pathology Executive, internal departments and Austin Health Corporate Comms dept as required



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- Be responsible for the installation and review of permanent signage at external Austin Health laboratories and collections centres across the network.
- Contribute to the Austin Health social media channels on behalf of pathology, increasing service awareness and patient engagement.
- Develop digital content to support the department including online assets, SharePoint content, bulletins, interactive documents and email blasts.
- Maintain detailed external customer and partnered healthcare facility client lists, including communications contacts and their preferences, phone numbers and emails.

General:

- Responsible for the management and ongoing development of the Client Services team which includes the departments of Business Development, Client Relationship Management and Marketing / Communications for the pathology service.
- Provide the Client Services team with direction and focus to support and maintain our current and growing client base in line with corporate strategy.
- Oversee daily operations of the Client Services team, developing and monitoring KPIs, overseeing rostering, leave management, recruitment and professional development.
- Support internal and network projects through the scope of the Client Services team.
- Attend and participate in seminars, conferences, and continuing education within Austin Health and externally.
- Maintain all relevant documentation according to ISO: 15189 quality system requirements.
- Other duties as required.

Selection criteria

Essential skills and experience:

- Demonstrated experience in pathology or healthcare service delivery, with a strong understanding of pre- and post-analytical processes.
- Proven ability to manage client relationships, including stakeholder engagement, complaints resolution, and service-level governance.
- Strong business development skills, including identifying growth opportunities, negotiating service agreements, and onboarding new clients.
- Experience in marketing and communications, including strategy development, content creation, and coordination with corporate communications teams.
- Excellent written and verbal communication skills, with the ability to prepare formal correspondence, reports, and promotional materials.
- Ability to lead and manage a multidisciplinary team, including recruitment, performance management, and professional development.
- Financial acumen, including the ability to review revenue, assess profitability, and contribute to financial sustainability.
- High-level organisational and time management skills, with the ability to manage competing priorities across a broad portfolio.
- Ability to work collaboratively across departments, including pathology operations, executive leadership, and external stakeholders.
- Experience in managing communications during service changes or outages, ensuring timely and clear messaging to clients.



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- Capacity to analyse and report on market intelligence, supporting strategic decision-making and service planning.

Desirable but not essential:

- Strong project management skills, with experience supporting service transitions and internal initiatives.
- Proficiency in using client databases and digital tools, including result delivery platforms and CRM systems.
- Understanding of ISO:15189 quality standards and experience maintaining documentation in line with accreditation requirements.

Professional qualifications and registration requirements

- Relevant post graduate qualifications in business, marketing or communications.

Quality, safety and risk – all roles

All Austin Health employees are required to:

- Maintain a safe working environment for yourself, colleagues and members of the public by following organisational safety, quality and risk policies and guidelines.
- Escalate concerns regarding safety, quality and risk to the appropriate staff member, if unable to rectify yourself.
- Promote and participate in the evaluation and continuous improvement processes.
- Comply with the principles of person-centered care.
- Comply with requirements of National Safety and Quality Health Service Standards and other relevant regulatory requirements.

Other conditions – all roles

All Austin Health employees are required to:

- Adhere to Austin Health's core values: *our actions show we care, we bring our best, together we achieve, and we shape the future.*
- Comply with the Austin Health's Code of Conduct policy, as well as all other policies and procedures (as amended from time to time).
- Comply with all Austin Health mandatory training and continuing professional development requirements.
- Provide proof of immunity to nominated vaccine preventable diseases in accordance with Austin Health's immunisation screening policy.
- Work across multiple sites as per work requirements and/or directed by management.

General information

Cultural safety



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Austin Health is committed to cultural safety and health equity for Aboriginal and/or Torres Strait Islander People. We recognise cultural safety as the positive recognition and celebration of cultures. It is more than just the absence of racism or discrimination, and more than cultural awareness and cultural sensitivity. It empowers people and enables them to contribute and feel safe to be themselves.

Equal Opportunity Employer

We celebrate, value, and include people of all backgrounds, genders, identities, cultures, bodies, and abilities. We welcome and support applications from talented people identifying as Aboriginal and/or Torres Strait Islander, people with disability, neurodiverse people, LGBTQIA+ and people of all ages and cultures.

Austin Health is a child safe environment

We are committed to the safety and wellbeing of children and young people. We want children to be safe, happy and empowered. Austin Health has zero tolerance for any form of child abuse and commits to protect children. We take allegations of abuse and neglect seriously and will make every effort to mitigate and respond to risk in line with hospital policy and procedures.



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