

## Position Description

### Our Vision

A South Australia where every pet has a loving home.

### About Us

Since our humble beginnings in 1964, Animal Welfare League has grown into one of South Australia's leading animal welfare organisations. In our mission to connect pets, people and community, we find loving homes for vulnerable animals in need, reunite lost animals with their families and provide temporary shelter through our foster care program. We offer education and pet advice to the community to encourage responsible pet ownership and our social enterprises provide much-needed support to South Australians looking for pet boarding facilities and pet cremation and memorial services, as well as those on the lookout for a bargain at our Thrift Shops.

### Our Mission

Connecting pets, people and community.

### Our Beliefs and Behaviours

| Create Opportunities<br> | Show Compassion<br> | Be Optimistic<br> | Share Knowledge<br> | Walk the Talk<br> |
|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Finding solutions to challenges                                                                           | Listening, observing and offering support                                                            | Maintaining a positive outlook                                                                       | Communicating openly and constructively                                                                | Being open, honest and professional                                                                  |
| Being open minded to alternatives and new approaches                                                      | Being respectful                                                                                     | Focusing on what's possible and staying realistic                                                    | Using mistakes and feedback as an opportunity to learn                                                 | Being accountable for outcomes and actions                                                           |
| Striving to do better                                                                                     | Being empathetic by taking the time to understand others' points of view                             | Remaining calm and composed during challenging times                                                 | Seeking opportunities to develop our abilities and knowledge                                           | Recognising and celebrating achievements                                                             |

## Position Description

|                        |                                  |                        |                     |
|------------------------|----------------------------------|------------------------|---------------------|
| <b>Position Title:</b> | Relationship Manager             | <b>Tenure:</b>         | Ongoing – Full Time |
| <b>Department:</b>     | AWL Pet Cremations and Aftercare | <b>Classification:</b> | N/A                 |
| <b>Reports to:</b>     | AWL Social Enterprise Manager    | <b>Direct Reports:</b> | Nil                 |

## Position Overview

The Relationship Manager is responsible for building and maintaining strong relationships with veterinary clinics, pet owners, and other key stakeholders. This role involves ensuring exceptional customer service, driving business growth, and promoting the AWL's services with care and empathy.

| Key Result Area                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Account Management and Client Relations</b> | <ul style="list-style-type: none"><li>• Act as the organisation's primary point of contact for assigned external veterinary clinics and other important business partners of our AWL Pet Cremations and Aftercare business unit.</li><li>• Effectively partner with AWL's network of vet clinic partners to ensure that each partner is appropriately supported to reach their full business potential.</li><li>• Develop and maintain account management framework for existing and potential AWL clients and to ensure the appropriate level of customer engagement.</li><li>• Regularly visit client sites to foster relationships and address concerns.</li><li>• Educate clients and their teams on AWL's broader services, policies, and processes.</li><li>• Conduct quarterly business reviews with vet clinic partners to ensure we are meeting and exceeding expectations.</li></ul> |
| <b>Sales and Business Development</b>          | <ul style="list-style-type: none"><li>• Identify and develop a new business pipeline to grow our client base and revenue.</li><li>• Ensure individual Partnerships Agreements (contracts) are up to date and in place with all active vet clinic partners and are put in place for all new partners.</li><li>• Develop and execute business strategies to increase service uptake and revenue through additional products or services, referrals and/or providing vet clinic staff training.</li><li>• Monitor and report on AWL's competitor landscape to ensure we are aware of any changes.</li><li>• Attend industry conferences or trade shows as required.</li></ul>                                                                                                                                                                                                                     |
| <b>Customer Service and Support</b>            | <ul style="list-style-type: none"><li>• Respond to enquiries from pet owners and veterinary partners with the utmost empathy and professionalism.</li><li>• Handle complaints or escalations promptly, ensuring resolution and client satisfaction.</li><li>• Collaborate with internal teams to ensure seamless service delivery.</li><li>• Provide product and system training to vet clinic staff as required.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Operational Coordination</b>                | <ul style="list-style-type: none"><li>• Work closely with the Cremations Leadership team to ensure delivery of superior customer service and quality.</li><li>• Manage the placement and maintenance schedule of freezers across the network.</li><li>• Ensure compliance with all relevant regulations and company policies.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Result Area                   |                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Reporting and Analysis            | <ul style="list-style-type: none"><li>• Maintain accurate records of all client accounts, contracts, and interactions.</li><li>• Maintain our CRM – Salesforce</li><li>• Provide regular reports to management on client feedback, sales performance, and market trends.</li><li>• Monitor KPIs related to client satisfaction and account growth.</li><li>• Undertake other position appropriate duties as assigned/directed.</li></ul> |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none"><li>• Client acquisition and retention rates.</li><li>• Growth in service uptake and revenue.</li><li>• Client satisfaction scores.</li><li>• Additional KPIs to be agreed.</li></ul>                                                                                                                                                                                                                  |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Leadership Effectiveness</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                 | <p>As an experienced Leader you will be required to:</p> <p><b>Safety Leadership</b><br/>Lead positive safety attitudes and behaviours and communicate consistently about the pre-eminent importance of safety.</p> <p><b>Strategic Thinking and Direction</b><br/>Commitment to AWL's vision, mission and beliefs, and understands, contributes to and aligns work/priorities to business strategies.</p> <p><b>Commercial Acumen</b><br/>Understand key business drivers and the marketplace. Be able to anticipate trends and seek to broaden own knowledge.<br/>Sound understanding of commercial and financial modelling.</p> <p><b>Working Across Boundaries</b><br/>Know your own impact, able to persuade others and build alliances and model effective workplace collaboration.</p> <p><b>Accountability</b><br/>Define and track performance to achieve goals, whilst driving a culture of innovation, creativity and 'can-do'.</p> <p><b>Leadership and Self-Management</b><br/>Facilitate involvement and team effectiveness and share a compelling vision whilst giving guidance, feedback and encouraging development. Able to respond calmly and manage stress, operating with honesty and integrity.</p> |
| <b>Personal Attributes</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Essential</b>                | <ul style="list-style-type: none"> <li>• Proven experience in account management, customer service, or a similar client-facing role.</li> <li>• Strong interpersonal, communication skills and presentation skills, with the ability to handle sensitive situations empathetically.</li> <li>• Excellent organisational, administration and time-management skills.</li> <li>• Proficiency in using CRM systems and Microsoft Office Suite.</li> <li>• High emotional intelligence and professionalism.</li> <li>• Self-motivated with a proactive approach to problem-solving.</li> <li>• Ability to work both independently and as part of a team.</li> <li>• Strong negotiation and conflict-resolution skills.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Desirable</b>                | <ul style="list-style-type: none"> <li>• Experience in the pet care, veterinary, or funeral services industry.</li> <li>• A passion for animals and understanding of pet owners' needs.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>WHS and Compliance</b> | <p>All managers and employees of AWL are to:</p> <ul style="list-style-type: none"> <li>• Comply with AWL's organisational policies, procedures, guidelines and applicable legislative requirements including but not limited to Fair Work Act 2009 and Work Health and Safety Act 2012.</li> <li>• At all times act and comply with reporting obligations arising from legislation, professional conduct standards including the Code of Conduct for AWL and organisational policies, procedures and guidelines.</li> <li>• Take appropriate steps to protect themselves from risks to health and safety and to make sure they do not cause risk to others through any act or omission. In particular, the incumbent must: <ul style="list-style-type: none"> <li>○ Report accidents, injuries, property damage and health and safety incidents.</li> <li>○ Use equipment provided to protect health and safety.</li> <li>○ Follow reasonable instructions and directions given on health and safety.</li> <li>○ Ensure they are not affected by alcohol or drugs so as to not endanger themselves or others.</li> </ul> </li> </ul> |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Special Requirements</b> | <ul style="list-style-type: none"> <li>• This is primarily an external facing role that will require regular face-to-face meetings with vet clinic staff, including group presentations and staff training sessions.</li> <li>• Frequent travel to visit vet clinics, corporate partners and other AWL locations will be required.</li> <li>• Some regional travel will be required including the need to stay away overnight.</li> <li>• Flexibility with working hours and additional hours may be required to meet business needs.</li> <li>• A current driver's licence is required.</li> <li>• Satisfactory National Police Clearance Certificate / National Police Check (NPC) at commencement of employment and periodically at the request of AWL.</li> <li>• Understand and follow the requirements of confidentiality and facilitate appropriate standards of confidentiality and information sharing practice.</li> <li>• Actively participate in AWL personal achievement and development processes.</li> <li>• Participate in training and development activities as specified by AWL including those associated with workplace health and safety.</li> </ul> |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**I have read the requirements and responsibilities outlined in this position description and will adhere to these conditions. I agree to have my performance monitored and evaluated as detailed throughout this document.**

|              |  |                |  |
|--------------|--|----------------|--|
| <b>Name:</b> |  | <b>Signed:</b> |  |
| <b>Date:</b> |  |                |  |