

Position description

Title of position: Commercial Growth Lead

Reporting to: General Manager Commercial Operations

Overview:

The Commercial Growth Lead plays a critical role in driving the commercial growth of Affinity Labs in line with business strategy and goals.

Qualifications:

A relevant degree in Science such as BSc, BSc (Hons), business and/or relevant industry experience.

Experience:

- Minimum 3 years experience in customer engagement, business development, marketing, or sales, within commercial scientific, laboratory or technical services.
- Understanding of technical laboratory workflows and scientific service offerings.
- Technical knowledge in a wine, food or beverage field (e.g. winemaking, distilled spirits manufacturing)

Principal accountabilities:

Commercial Growth

- Drive revenue growth through promotion of Affinity Labs services, including analytical testing, research collaborations, and technical consulting, to new and existing customers.
- Prepare and manage quotations and proposals in coordination with the Affinity Labs management team.
- Coordinate Affinity Labs pricing including maintenance of internal pricing lists and external communication of pricing.
- Manage applicable CRM records, ensuring data accuracy and meaningful customer insights for decision making.
- Conduct proactive customer outreach, presentations, and site visits to identify opportunities for new business and customer retention.
- Communicate scientific service value propositions clearly and accurately to new and existing customers.
- Manage sales and engagement reporting; track conversion rates, customer retention and market trends.
- Maintain a calendar of activities and ensure visibility of staff activities through digital channels.
- Oversee Affinity Labs attendance at industry conferences including management of attendees and collateral to maximise return on investment.
- Analyse customer insights, consumer trends, market information and marketing best practices to build successful marketing strategies for the business.
- Development and maintenance of marketing collateral for use in marketing campaigns and during Affinity Labs attendance at conferences.
- Oversight and optimisation of the Affinity Labs website, including use of performance tools such as Google analytics.
- Development of marketing strategies and campaigns that support commercial growth.
- Oversight and design of digital content to support revenue growth.

Quality Assurance and Compliance

- Maintain traceability of customer interactions, quotes, and service agreements consistent with quality system requirements.

People and Culture

- Collaborate effectively with internal teams to foster and support a service-orientated culture.
- Participate in training and development to strengthen product knowledge.
- Promote the organisations values – Excellence, Integrity, Passion – through everyday interactions and decision making.

Industry Collaboration

- Represent the organisation at key industry events, exhibitions, and forums, demonstrating technical understanding and professionalism.
- Build strong, trust-based relationships with key stake holders across the wine, food and beverage sectors.

Financial Management

- Support the achievement of Affinity Labs revenue targets and business growth objectives.
- Collaborate with Affinity Management team to design and implement sales strategies, promoting commercial growth and profitability.

General

- Accepts that all intellectual property, patents and discovery arising during the course of employment at the AWRI remain the property of the AWRI.
- Undertakes other duties as directed by the General Manager – Commercial Operations and Managing Director.
- Promotes the general well-being of the AWRI by ensuring that all contact with clients, staff or the public is performed in a professional and confidential manner.

Person specification:

1. Practical understanding of and experience in winemaking, scientific or engineering research.
2. Ability to work and communicate successfully within a multi-disciplinary environment and across research and industry groups.
3. Ability to maintain effective working relationships and contribute positively in a team environment.
4. Demonstrates a friendly, personable and approachable manner with strong interpersonal and communication skills.
5. Excellent customer engagement skills, including ability to communicate confidently, build trust and foster positive customer relationships.
6. Superior oral and written communication skills.

Workplace Health and Safety responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.

4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.
5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.