

Head Partnerships

Position Title: Head, Partnerships

Reporting To: General Manager, Education and Services Growth

Internal Stakeholders: Works closely with education, executive and marketing teams.

External Stakeholders: Current and prospective partners and clients from government, universities, private enterprise, and non-for-profit.

Full-Time Equivalent: 1.0 FTE

About GPEX

At GPEX, we believe that primary health care must be reimaged to address Australia’s emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it’s our job to help unlock that potential. We’re in the midst of a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We're redefining study preparation and CPD by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we’re paving the way to a stronger, more resilient healthcare system in Australia.

GPEX Values



Excellence
we aspire to
excellence



Innovation
we continually seek
better ways



Integrity
we act with ethics and
own our actions



Collaboration
we unite to deliver on
our purpose

Position Purpose

The Head Partnerships at GPEX is a strategic role focused on developing, managing, and expanding high-value partnerships that drive the growth of GPEX’s education, evaluation and emerging services and products. Working closely with the Chief Executive Officer and General Manager of Education and Services Growth, this role is responsible for identifying and securing long-term business to business (B2B) contracts with key stakeholders across government, private enterprise and across the health and education sectors both domestically and internationally. The Head, Partnerships will lead efforts to launch new educational initiatives through effective partnerships and pathways, penetrate emerging markets, and deliver tailored solutions that align with the needs of our partners and support GPEX’s broader strategic goals.

Key Responsibilities

<p>Strategic Partnership Development</p>	<ul style="list-style-type: none"> • Cultivate and maintain relationships with large health service providers, pharmaceutical companies, biotech firms, health insurance providers, and government agencies (local, state, commonwealth). • Develop partnerships for new and existing offerings with universities, peak bodies (domestic and international), education marketplaces and CPD homes, and health technology providers to co-create credentialed programs, expand market opportunities, and establish pathways for healthcare professionals. • Align partnerships with stakeholder goals such as avoiding hospital admissions, increasing workforce and placements, attracting students, and meeting access and equity targets. • Advocate for GPEX’s mission and vision within the broader healthcare community, positioning the organization as a leader in healthcare education and service delivery.
<p>Sales and Account Management</p>	<ul style="list-style-type: none"> • Lead the sales effort to secure high-value, long-term B2B contracts, focusing on launching education, evaluation and models of care projects that resonate with our target markets. • Develop and implement strategies and standardised internal processes for selling market research, consultancy services, and bundled education packages. • Support the integration and adoption of industry-leading Customer Relationship Management (CRM) methodologies within GPEX to enhance stakeholder engagement, streamline operations, and optimise data-driven decision-making processes. • Secure service delivery contracts and sponsorships by offering measurable ROI through tailored education, evaluation, and consultancy packages. • Manage key accounts to ensure ongoing satisfaction, loyalty, and the achievement of partnership and growth goals. Regularly assess client needs and adjust offerings to maintain strong, sustainable relationships. • Collaborate with internal teams to ensure that these solutions are effectively integrated into GPEX’s broader service portfolio and aligned with the organization’s strategic objectives.
<p>Solution Design</p>	<ul style="list-style-type: none"> • Craft compelling proposals and develop competitive pricing strategies for bundled services and packages that meet the needs of B2B clients and align with GPEX’s revenue and growth targets. • Assist with tender writing and collaborate with internal teams to develop high-quality, competitive proposals that secure new business opportunities. • Design and deliver bespoke solutions for B2B clients that address complex needs utilising existing B2C products, such as exam preparation, clinical attachments, credit-bearing CPD, and specialised educational pathways.
<p>Strategic and Commercial Accumen</p>	<ul style="list-style-type: none"> • Secure funding from corporate sponsors, healthcare organisations, and government agencies, ensuring that all partnerships contribute to GPEX’s financial sustainability.

	<ul style="list-style-type: none"> Contribute to pricing strategies that reflect the value of GPEX’s offerings, ensuring competitiveness in the market while maximising profitability.
Market Trends and Insights Contribution	<ul style="list-style-type: none"> Analyse market trends to identify emerging opportunities and inform the development of new partnerships and services. Provide insights from partnerships to support GPEX’s services and education strategy. Regularly monitor partnership performance and contribute recommendations to senior leadership for continuous improvement and alignment with strategic goals.

Key Capabilities

<p>Partnership Development Expertise in identifying, developing, and nurturing strategic partnerships that drive business expansion and contribute to sustainable growth.</p>	<p>Product Expert Comprehensive knowledge of industry-specific trends, standards, and operational practices.</p>	<p>Persuasive Negotiation Expertise in influencing stakeholders and negotiating terms to achieve beneficial outcomes.</p>
<p>Market Development Proficiency in identifying growth opportunities, conduct market research and implement strategies to drive market penetration and sales.</p>	<p>Sales and CRM Advanced skills in leveraging CRM software for optimised relationship management and customer engagement and activating sales opportunities.</p>	<p>Collaboration and Communication Strong ability to convey ideas clearly and effectively in both written and verbal forms and collaborate</p>
<p>Strategic Planning and Commercial Acumen Ability to develop long-term plans, go-to-market and product launch activities that align with and advance organisational commercial goals.</p>	<p>Problem-Solving Skills in identifying and quickly resolving issues and adapting to new challenges with resilience and flexibility.</p>	<p>Account Management Proficiency in managing client relationships, ensuring customer satisfaction, and fostering long-term loyalty while maximizing account growth and retention.</p>

Qualifications and Experience:

- Bachelor’s degree in Business, Sales, Marketing, Education, Healthcare Management, or a related field.
- Extensive experience and demonstrated success in strategic sales, business development, or partnership management, with a strong focus on the healthcare or education sectors.
- Proven track record of securing high-value B2B contracts and managing long-term partnerships with stakeholders across varying clients and partners including funders, enablers, and networks.
- Experience in working with universities, peak bodies, and/or providers to co-create educational or innovative service pathways and develop new market opportunities.
- Demonstrated ability to craft compelling proposals, develop pricing strategies, and support tender submissions.

- Expertise with developing Continuing Professional Development (CPD) requirements, online learning innovation and micro-credentials.

Desirable:

- Existing networks in higher education, primary care or the pharmaceutical industry,
- Exposure and/or understanding of the Australian healthcare landscape.

Work Conditions:

- Full-time position with some flexibility in working hours to accommodate client and team needs.
- Regular intra and inter-state travel is anticipated for this role. International travel may be required.