

Position Description



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH

Position Description Overview	
Position Title	Client Liaison Officer
Position ID Code	OPS027
Work Area, Division	Genomics WA, Operations
Reports To	Director, Genomics WA
Direct Reports	None
Award	Miscellaneous Award

Proudly Perkins	
Our Vision	A pioneering Western Australian medical research institute improving health outcomes globally.
Our Purpose	Helping people live healthier, longer lives.
Our Values	
Respect	Respect is at the core of our organisation. We treat everyone in our diverse community with honesty, integrity and respect.
Innovation	We are a talented group of like-minded individuals at the forefront of modern medical research, using our creativity and the latest technology in our relentless quest for medical breakthroughs.
Passion	We bring a passion and commitment to every aspect of our work.
Collaboration	We recognise the power of working closely with each other and our collaborators to achieve the outstanding results for which we strive.

Diversity and Inclusion Statement
At the Perkins, we value, embrace, and celebrate the strength of our diverse experiences, thoughts, and beliefs. We are committed to a safe, equitable and inclusive culture where every person can innovate and thrive. This enables us to deliver pioneering research that improves global health outcomes.

Position Purpose
The Client Liaison Officer supports the business growth of Genomics WA by developing and implementing marketing strategies, engaging with industry, managing client relationships, and promoting services through digital channels and events. This role bridges scientific innovation and commercial partnerships.

Position Outcomes and Key Goals
<ol style="list-style-type: none">Promote the services of Genomics WA through events, media, and digital platforms.Build and manage relationships with clients and stakeholders.Implement strategies to acquire new commercial, industry, and academic clients and meet client acquisition and retention targets.

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Client Liaison Officer	0	29/05/2025	Director, Genomics WA	Chief Operations Officer	Chief People Officer

Key Duties/Accountabilities

1. Develop and implement marketing and business growth strategies to acquire new customers in line with Genomics WA targets.
2. Identify and engage with new commercial, industry and academic clients.
3. Create and manage digital content (website, social media, newsletters).
4. Organise Genomics WA involvement in events, talks, and user meetings, representing and promoting its services to current and prospective clients.
5. Collaborate with team members to prepare service quotations and follow up with prospective clients.
6. Conduct customer satisfaction surveys and gather and share feedback for continuous improvement.
7. Provide regular reports on sales and the achievement of business targets.
8. Liaise with vendors and partners to support outreach activities.
9. Prepare and disseminate Annual Report and impact stories.
10. Complete other duties as requested by supervisor or manager.

Selection Criteria – Qualifications, Licences, Skills, Knowledge, Experience

1. Previous experience in marketing, sales, or business development, preferably within a science-related industry.
2. Ability to translate complex, scientific topics into accessible content.
3. Ability to identify significant impact stories for inclusion in annual reports and impact reports.
4. Experience managing websites, social media, and digital design platforms.
5. Proven success in stakeholder engagement and client management.
6. Strong interpersonal, influencing, and communication (written and verbal) skills and the ability to utilise these to engage and build strong relationships with diverse stakeholders.
7. Goal orientated, solution-focused, and self-motivated with the ability to work under pressure and meet performance outcomes.
8. Awareness of genomics and its applications.
9. Familiarity with preparing promotional reports and impact stories (desirable).
10. Possess WA Driver's Licence.
11. Satisfactory National Police Certificate.

Special Requirements

1. Occasional travel to events and conferences may be required.
2. Occasional out of hours work will be required to attend functions.

Key Working Relationships

1. Genomics WA Team.
2. Existing and prospective academic, commercial and industry clients and partners.
3. External vendors, technology partners and funders.
4. Communications teams at the Perkins, UWA and The Kids.

Work Health and Safety

1. Take reasonable care for the health and safety of self and others. This includes taking appropriate actions to avoid, eliminate or minimise hazards.
2. Act honestly and report all incidents, hazards, and injuries immediately.
3. Comply with any reasonable instruction given, or policy or procedure administered, by the Perkins that supports the Perkins to provide a safe work environment.
4. Use equipment and materials as trained and required, and according to the manufacturer's instructions.
5. Actively promote a positive safety and health culture, demonstrating attention to physical, mental, emotional, cultural and psychological safety.

Professional Development

1. Accept responsibility for updating knowledge and skills related to professional practice.
2. Actively participate in performance feedback, reflecting on own performance and growth opportunities.
3. Contribute to the creation of development and performance goals.