

## POSITION DETAIL

<b>POSITION TITLE</b>	Customer Engagement and Marketing Specialist
<b>REPORTS TO</b>	Director, Growth and Marketing
<b>DIRECT REPORTS</b>	Competitive salary (plus super) depending on experience
<b>WEBSITE</b>	<a href="http://www.sse.edu.au">www.sse.edu.au</a>

## CONTEXT AND ACCOUNTABILITY

As an integral member of Sydney School of Entrepreneurship (SSE), the Customer Engagement and Marketing Specialist is responsible for executing marketing and engagement strategies that build the SSE brand and presence. The key focus areas of this position include:

- Develop, refine and manage customer journey experience and stakeholder engagements
- Manage and execute marketing initiatives and activities on both online and offline platforms
- Conduct market research, customer and competitor analysis to inform new product/service offerings.

Working collaboratively across the organisation, the Customer Engagement and Marketing Specialist will be involved from the inception of program development and customer journey mapping. They will be accountable for the implementation of marketing and communications activities to position and grow the adoption of SSE's programs and offerings. In addition, the Customer Engagement and Marketing Specialist will initiate, produce and manage communications, content and media across SSE, and support high level analysis and reporting on customer experience matters, competitor activity, and trends across the education and entrepreneurship industries. As a key marketing and engagement advocate in the organisation, the Customer Engagement and Marketing Specialist will proactively coach and educate SSE team members and relevant stakeholders on SSE's brand value, benefits of SSE's programs and services; also advising how to communicate this with customers and partners, aligning to target market needs.

## OVERVIEW OF THE SCHOOL AND POSITION CONTEXT

SSE is Australia's first, and only, Government-initiated School of Entrepreneurship. It was established to enhance and embed growth mindsets, entrepreneurial skills, and innovative thinking, across diverse communities—empowering positive global impact both now and in the future. SSE's global networks and community impact is espoused by a unique foundation and structure; a not-for-profit organization, with a powerful association of founding member institutions comprising all 11 NSW Universities and TAFE NSW.

SSE participants span a broad range of industries and interests; through experiential learning and development, our graduates emerge ready to adapt and succeed in an ever-changing society, confident to impress impact on the world.

The Customer Engagement and Marketing Specialist will be a key member of the SSE Growth and Marketing team, contributing to the marketing and communications function within SSE. Activity in this function includes creating and sustaining stakeholder engagement and advocacy for SSE's mission, influencing growth marketing strategies that drive program development, consistently and effectively positioning SSE in the marketplace, identifying new market and partnership opportunities and supporting SSE staff to adopt a customer-centric approach and to effectively communicate SSE's brand, programs and services to target audiences.

On a day-to-day level, the Customer Engagement and Marketing Specialist will work seamlessly with the Entrepreneurship and Operations teams to continuously scout new opportunities and rapidly co-design and implement marketing and communications activities leveraging SSE's channels and platforms to build and grow SSE's brand and story across education and business ecosystems.

## KEY ACCOUNTABILITIES

		<i>Frequency</i>
1.	<p><b>Marketing (40%)</b></p> <ul style="list-style-type: none"> <li>• Articulate product and service offerings, key benefits and messages for use by all team members engaging with stakeholders, and also key stakeholders where relevant.</li> <li>• Produce, contribute to, and edit copy for high-quality SSE marketing materials including, but not limited to, brochures, reports, newsletters, magazines and websites.</li> <li>• Manage SSE social media channels including, but not limited to LinkedIn, Facebook, Instagram, Twitter, YouTube. This includes, posting and managing the response to comments.</li> <li>• Provide a client – centric focus, and work in partnership with the wider SSE team to ensure communications, stakeholder engagement, and marketing strategies leverage all evolving opportunities with our audiences.</li> <li>• Stay informed about market trends in the entrepreneurial and education industry.</li> <li>• Stay abreast of technological and digital advances related to marketing.</li> <li>• Analyse and evaluate insights and establish a measurement framework and confidently write marketing reports, informing future strategic activities.</li> </ul>	<i>Ongoing</i>
2.	<p><b>Market Positioning &amp; Branding (10%)</b></p> <p><u>Market Research and Competitive Intelligence</u></p> <ul style="list-style-type: none"> <li>• Conduct benchmarking, competitor analysis, and market research, to understand the products and service offerings (and approach) of key competitors and report back to wider SSE Team with any noted recommendations.</li> <li>• Conduct market testing on current and new service concepts that align to SSE and partner strategies.</li> </ul>	<i>Ongoing</i>
3.	<p><b>Communications (20%)</b></p> <ul style="list-style-type: none"> <li>• Effective communication of brand values, SSE strengths and USPs through all customer and Partner touchpoints, ensuring alignment to target audience.</li> <li>• Develop and deliver the ongoing communications and content strategy and plans across digital and engagement channels, ensuring the key messages, stories and content is targeted, timely, engaging and disseminated.</li> </ul>	<i>Ongoing</i>

	<ul style="list-style-type: none"> <li>Maintain quality assurance standards and ensure all marketing and communication material is accurate and complies with SSE standards and brand guidelines.</li> </ul>	
4.	<p><b>Strategy Execution and Reporting (15%)</b></p> <ul style="list-style-type: none"> <li>Identify new market segments and customer needs, informed by market insights, engagement, and considered alignment to SSE’s mission.</li> <li>Project manage targeted marketing and communication initiatives that build brand awareness and strengthen relationships and collaborations with stakeholders, partners, and program alumni.</li> <li>Provide monthly reporting to Director – Growth and Marketing and assist with reports to the CEO.</li> <li>Act as the lead advisor within SSE regards market and customer trends, competitors, opportunity networks, and any associated adaptations recommended.</li> </ul>	<i>Ongoing</i>
5.	<p><b>Stakeholder Engagement and Relationship Management (10%)</b></p> <p><u>Customer experience and engagement management</u></p> <ul style="list-style-type: none"> <li>Drive appropriate levels of audience segmentation to deliver personalised and relevant customer touchpoints and approaches to engagement.</li> <li>Take responsibility for regular updates and guidance to senior leadership and the wider SSE Team, regarding the effectiveness of customer experiences, desires, and expectations, and adapt plans to reflect the changing needs of target audiences.</li> </ul>	<i>Ongoing</i>
6.	<p><b>General (5%)</b></p> <ul style="list-style-type: none"> <li>Effectively manage (where relevant) staff, interns, grads and suppliers to ensure effective delivery of strategic initiatives and delivery of service across the business.</li> <li>Other tasks as required by the CEO and Director – Entrepreneurship.</li> </ul>	<i>Ongoing</i>

## KEY RELATIONSHIPS

### INTERNAL

MAIN CONTACT	FREQUENCY	PURPOSE
Director, Growth and Marketing	Daily	In the context of relevant Key Accountabilities
Director, Entrepreneurship	Daily	In the context of relevant Key Accountabilities
CEO	As required	In the context of relevant Key Accountabilities
Director, Operations and Director, Finance	As required	In the context of relevant Key Accountabilities
SSE staff – all levels	As required	In the context of relevant Key Accountabilities

## EXTERNAL

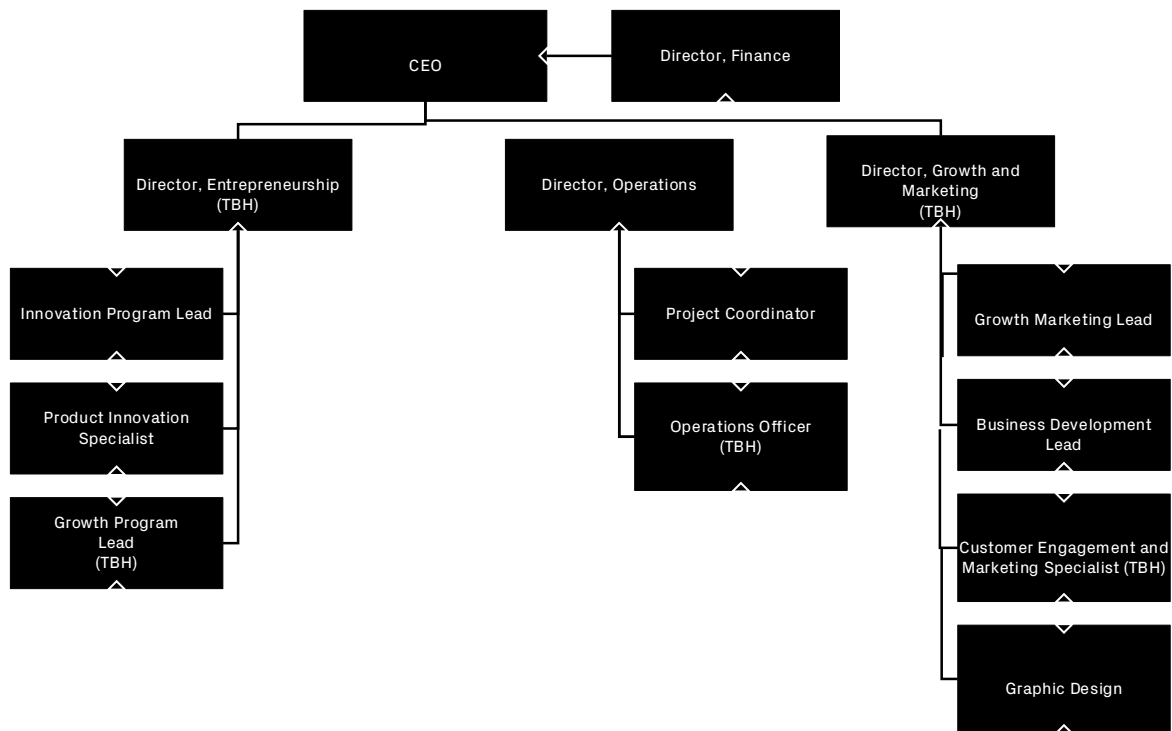
MAIN CONTACT	FREQUENCY	PURPOSE
Community, industry, government and professional partners and stakeholders	Regular	In the context of relevant Key Accountabilities
Program participants (secondary, tertiary, commercial), government, corporate and business clients	As required	In the context of relevant Key Accountabilities
SSE's talent pool ('The Brains Trust') of Facilitators, Program Associates, Entrepreneurs/ Experts in Residence	As required	In the context of relevant Key Accountabilities
Board and Committee Members	As required	In the context of relevant Key Accountabilities
University and TAFE NSW Members	As required	In the context of relevant Key Accountabilities
Service Providers: suppliers, and other vendors and stakeholders	As required	In the context of relevant Key Accountabilities

STAFF DATA	
Direct reports	None
Indirect reports	Other staff as required

## SELECTION CRITERIA

EXPERIENCE, SKILLS AND QUALIFICATIONS	ESSENTIAL	DESIRABLE
Degree in Marketing or Communications or a relevant discipline and extensive relevant experience; or an equivalent combination of relevant experience and education/training.	X	
Extensive experience managing and executing growth strategies leveraging social media channels, including, but not limited to LinkedIn, Facebook, Instagram, Twitter, YouTube. This includes, posting and managing the response to comments.	X	
Demonstrated ability to execute online and offline engagement and marketing initiatives, integrating a variety of platforms, including social media, company websites, and SEM/SEO strategy development.	X	
A proven ability to evaluate insights, establish a measurement framework and confidently write reports, informing future marketing and engagement activities.	X	
Demonstrated experience in driving a high-performance customer-centric service culture focused on continuous improvement and delivering quality outcomes for students / clients.	X	
Demonstrated high level problem solving and organisational skills, including the ability to independently prioritise competing work demands and an ability to identify and initiate improvements to business practices.	X	
Demonstrated high level of interpersonal and oral communication skills including the ability to negotiate, provide advice, and liaise with a wide range of stakeholders.	X	
Experience in successfully managing projects, meeting deadlines, time management, contingency planning, approval channels and procedures, budgeting, project analysis, and tracking / monitoring procedures.	X	
An advanced user of Microsoft Office applications, data bases, CRM and associated software (Salesforce experience will be highly regarded).		X
Experience within, and knowledge of, the Higher Education and / or entrepreneurial ecosystems and networks.		X

## ORGANISATIONAL CHART



## WORKING WITH CHILDREN

**Working with Children Check clearance** must be obtained (at the company’s expense).  
Please refer to SSE’s Working with Children Policy for further information.

## EQUAL EMPLOYMENT OPPORTUNITY / AFFIRMATIVE ACTION

Demonstrated understanding of the incorporation into SSE life of the principles of Equal Employment Opportunity and Affirmative Action; and ability to work positively with staff, students, clients and other stakeholders from a diverse range of backgrounds.

## WORK HEALTH AND SAFETY (WHS)

Understand your WHS responsibilities and actively ensure the health, safety and wellbeing of yourself and others at work in accordance with the Sydney School of Entrepreneurship’s WHS policy and procedures and as described in the role responsibilities of the WHS policy.

## AUTHORISATION

The Supervisor and Appointed Delegate confirm that this is a true reflection of the duties and accountabilities of this role.

SUPERVISOR	Position Title: Director, Growth and Marketing (Acting)	APPOINTED DELEGATE: Chief Executive Officer: Dr Sarah Jones
	Name: Emily Chang	