

POSITION DETAIL

POSITION TITLE:	Director, Marketing, Brand and Communications
REPORTS TO:	CEO
REMUNERATION:	\$170-180K plus super (depending on experience) plus NFP salary packaging
WEBSITE	www.sse.edu.au

CONTEXT AND ACCOUNTABILITY

Working with, and reporting to the Chief Executive Officer (CEO), the Director, Marketing, Brand and Communications is responsible for developing and overseeing the end-to end communications and marketing functions of SSE, including social media, website development, print media, and overall public relations across various audiences. This position plays a pivotal role in growing partnerships that lead to positive commercial and social impact for SSE’s diverse customers, raising SSE’s brand profile and social presence, as well as showcasing success cases, and digital storytelling. In addition to revitalising our market presence, this role will develop SSE’s position as a vital thought leader in the space of innovation and entrepreneurship.

Working in tandem with the Director, Entrepreneurship, the Director, Marketing, Brand and Communications will utilise their entrepreneurial and commercial experience to extend SSE’s brand positioning in the innovation ecosystem, widen the sales funnel and expand SSE’s partnerships to increase pipeline opportunities for commercialising new entrepreneurial initiatives and education programs. From pre-sale through to delivery, the Director, Marketing, Brand and Communications will play a key role in shaping the overall customer experience and future content of SSE’s innovative portfolio in conjunction with the Entrepreneurship team.

The Director, Marketing, Brand and Communications is a key role within SSE and will demonstrate strategic leadership, working autonomously—but in close collaboration with all relevant personnel—to develop and implement new initiatives that elevate the bar.

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 participants emerge ready to adapt and succeed in an ever-changing society, confident to impress impact on the world.

The Director, Marketing, Brand and Communications will work very closely with the CEO to enable the optimal execution of strategy and the delivery of services across the SSE business ensuring the

achievement of synergy, alignment, and overarching target efficiency to optimise the delivery of learning programs and services.

The Director, Marketing, Brand and Communications will partner with the Director, Entrepreneurship in representing SSE in the field, responsible for partnerships, business development and communications and marketing initiatives. The successful candidate will be responsive and empowering with the ability to lead a nimble team towards outcomes. The candidate needs to demonstrate a strong understanding of both business, and breadth of entrepreneurship; the Director, Marketing, Brand and Communications will have a direct influence on the strategic direction and shape the future offerings of SSE.

KEY ACCOUNTABILITIES

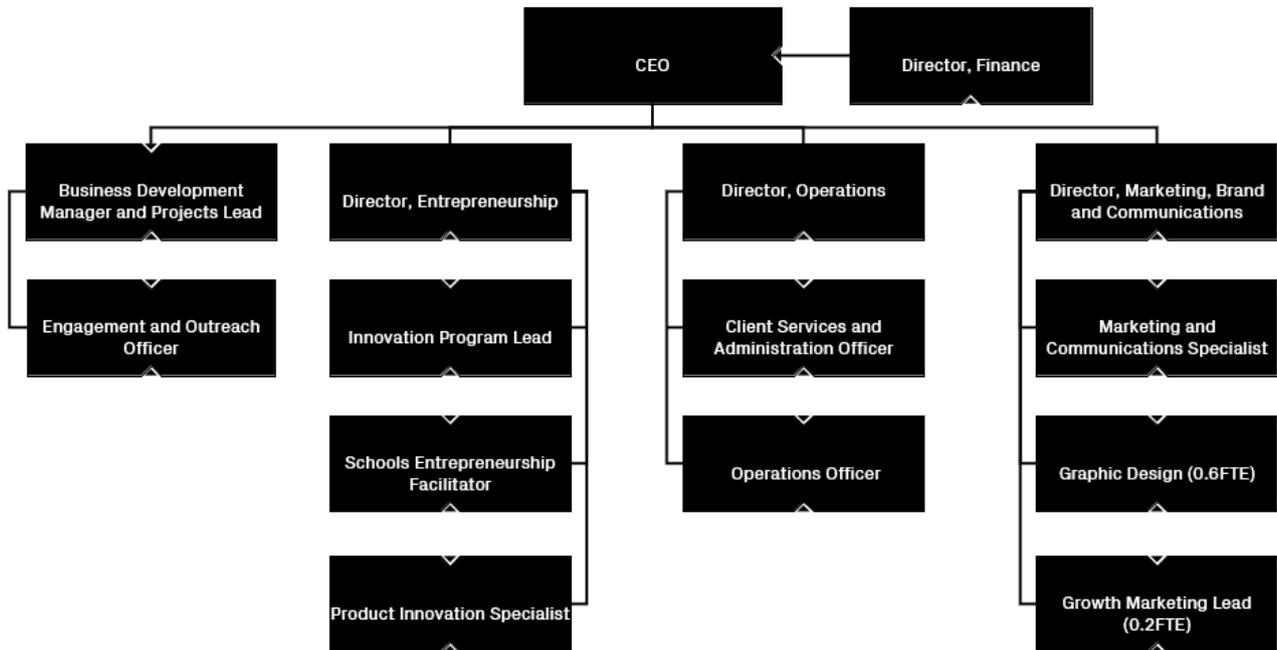
	Frequency
<p>Communications and Marketing Strategy Development</p> <ul style="list-style-type: none"> • Create a disciplined, strategic and integrated approach to marketing campaigns designed to support growth and sales strategies. • Lead the creation and implementation of SSE’s marketing and communications strategy to position and grow the adoption of SSE’s programs and services, strengthening SSE’s reputation for being a leader in entrepreneurship and an essential connector across a diverse ecosystem • Develop strategy and lead the communications and marketing team in delivery of customer focussed integrated marketing activities that drive customer engagement, expansion and retention. • Create value proposition(s), collateral (both soft and hardcopy) and branding. • Provide regular and insightful reporting on marketing, brand and communications, which can be used to make strategic and operational decisions to maximise growth opportunities. • Drive the organisation’s media and PR strategy in conjunction with sponsors, also providing strategic leadership for all media engagement. • Act as the strategic lead with oversight of online presence and engagements • Establish Internal communication disciplines, resources and delivery. • Oversee the development and implementation of external communications policies and procedures. • Design and lead the implementation of systems and processes to measure, review, and enhance SSE’s sales and marketing performance. 	Ongoing
<p>Business Development and Partnerships</p> <ul style="list-style-type: none"> • Manage and expand existing business and market segments • Drive a range of outreach and early customer discovery activities to qualify new commercial opportunities and cultivate customer relationships. • Identify and pursue new market segments and customer needs informed by market insights to maximise SSE’s ability to attract customers and partners that align with SSE’s mission. • Distil market trends and customer needs to improve and enhance SSE’s current 	Ongoing

<p>programs to ensure all objectives are achieved and new initiatives are delivered with successful outcomes.</p> <ul style="list-style-type: none"> • Lead and maintain strategic, and value-add, partnerships and alliances to position SSE as the forerunner in entrepreneurial training and education. • Introduce lead management (generation, nurturing and scoring) as a major deliverable of the marketing team. • Establish PR and Event management disciplines, resources and delivery. 	
<p>Brand Positioning and Stakeholder Engagement</p> <ul style="list-style-type: none"> • Strong advocacy to influence stakeholders, lead and sponsor entrepreneurship in the startup ecosystem in NSW and also more broadly throughout Australia and the globe. • As an expert in the value of innovation and entrepreneurship, utilise knowledge to leverage, and strategically position, opportunities for collaboration that will foster engagement and markedly channel prospective business to SSE. • Understand key trends and issues to proactively review and enhance SSE's programs and strategy. • Identify and triage emerging issues/risks, associated implications, and implement strategies or solutions to mitigate accordingly 	Ongoing
<p>Leadership & People Management</p> <ul style="list-style-type: none"> • Manage and lead the efforts of the marketing and communications team, to enable effective team and individual performance. This includes setting objectives, identifying and supporting development needs and managing overall performance. • Provide strong leadership and mentorship to a team of professionals to facilitate the ongoing development, analysis and expansion of SSE's programs to enable the achievement of SSE's strategic goals. • Effectively manage personnel and suppliers to ensure the successful delivery of strategic initiatives and the delivery of service across the SSE business. 	Ongoing
<p>General</p> <ul style="list-style-type: none"> • Perform any other work activities relevant to the role's key accountabilities as approved by the CEO and commensurate to the role's classification level. • Some state-wide travel may be required in the context of achieving strategic outcomes and key accountabilities. 	As required

SELECTION CRITERIA

EXPERIENCE, SKILLS AND QUALIFICATIONS	ESSENTIAL	DESIRABLE
Tertiary education degree, or MBA in marketing, journalism or PR, or a relevant discipline with extensive relevant experience.	X	
Extensive demonstrated experience at a senior leadership level.	X	
Extensive experience in senior marketing, communications or public relations roles, with demonstrated success in providing strategic and operational brand management as well as delivering marketing and internal communications services to contribute to strategic growth.	X	
Strategic ability to design and implement high impact marketing, PR and communication campaigns.	X	
Experience in writing press releases, developing (and delivering) presentations, and extensive media connections and networks.	X	
Demonstrated effective stakeholder management, with superior communication skills, both written, and oral. The ability to negotiate, provide advice and liaise with a wide range of individuals.	X	
Demonstrated ability for critical and creative thinking and proven experience in analysing multiple data sources to inform strategy to achieve diverse customer acquisition targets.	X	
Ability to take initiative and work with a high level of independence, as well as in a collaborative team environment.	X	
Extensive project management skills, high-level problem-solving skills, with the proven ability to think analytically and strategically, and to develop and drive strategic thinking in the implementation of the objectives for the business.	X	
Excellent time and workload management skills with demonstrated ability to prioritise effectively, manage multiple tasks, meet deadlines and achieve required outcomes and effectively deliver results.	X	
Strong knowledge and understanding of not-for-profit organisations and the education sector is desirable.		X

ORGANISATIONAL CHART



KEY RELATIONSHIPS

INTERNAL

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

EXTERNAL

MAIN CONTACT	FREQUENCY	PURPOSE
Prospective customers, corporate and business clients and students	As required	In the context of relevant Key Accountabilities
Board and Committee Members	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

University and TAFE NSW Members	As required	In the context of relevant Key Accountabilities
Community, industry and professional partners and stakeholders	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

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, but not limited to, SSE's WHS Policy, Code of Conduct and relevant procedures.

AUTHORISATION

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

SUPERVISOR	Position Title: Chief Executive Officer	APPOINTED DELEGATE: Chief Executive Officer: Dr Sarah Jones
	Name: Dr Sarah Jones	