

POSITION DETAIL

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| POSITION TITLE | Director, Growth and Marketing |
| REPORTS TO | CEO |
| DIRECT REPORTS | Up to 3 FTE (plus casuals and other staff according to need) |
| WEBSITE | www.sse.edu.au |

CONTEXT AND ACCOUNTABILITY

Working closely with and reporting to the Chief Executive Officer (CEO), the Director, Growth and Marketing is responsible for overseeing the end-to end business development, and communications and marketing functions of SSE. This role plays a pivotal role in growing partnerships that lead to positive commercial and social impact for SSE's diverse customers, including, SSE's member institutions, secondary schools, industry, and government.

Working in tandem with the Director, Entrepreneurship, the Director, Growth and Marketing 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, Growth and Marketing 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, Growth and Marketing will demonstrate strategic leadership in this role and will have the ability to work independently whilst being adept at the management and administrative duties required of the Growth and Marketing Team.

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, Growth and Marketing 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, Growth and Marketing 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 of technical experts towards outcomes. The candidate needs to demonstrate a strong understanding of business and breadth of entrepreneurship, the Director, Growth and Marketing will have a direct influence on the strategic direction and shape the future offerings of SSE.

KEY ACCOUNTABILITIES

| | | <i>Frequency</i> |
|----|---|------------------|
| 1. | <p>Communications and Marketing Strategy Development</p> <ul style="list-style-type: none"> Develop strategy and lead the communications and marketing team in delivery of customer focussed integrated marketing programs that drive customer engagement, expansion and retention Lead the creation and implementation of SSE's marketing and communications strategy to position and grow the adoption of SSE's programs and services. Develop and drive the strategy to strengthen SSE's reputation for being a leader in entrepreneurship and connector across a diverse ecosystem | <i>Ongoing</i> |
| 2. | <p>Business Development and Partnerships</p> <ul style="list-style-type: none"> Drive a range of outreach and early customer discovery activities to qualify new commercial opportunities and cultivate customer relationships. Leading sales conversations from pre-sales through to close. 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 programs to ensure all objectives are achieved and new initiatives are delivered with successful outcomes. Lead and maintain strategic, and value-add, partnerships and alliances to position SSE as the forerunner in entrepreneurial training and education. | <i>Ongoing</i> |
| 3. | <p>Brand Positioning & Stakeholder Engagement</p> <ul style="list-style-type: none"> Strong advocacy to influence stakeholders, lead and sponsor entrepreneurship in the startup ecosystem in Sydney and 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. Using knowledge and collaborations to identify and triage emerging issues/risks, their implications, and implement strategies or solutions to mitigate risk | <i>Ongoing</i> |
| 4. | <p>Leadership & People Management</p> <ul style="list-style-type: none"> 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 strategy goals' Design and lead the implementation of systems and processes to measure, review, and enhance SSE's sales and marketing performance. | <i>Ongoing</i> |

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| 5. | 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 | <i>As required</i> |
| 6. | Some state-wide travel may be required in the context of achieving strategic outcomes and key accountabilities | <i>As required</i> |

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 |
|---|-------------|---|
| Students (secondary and tertiary), 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 |
| 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 |

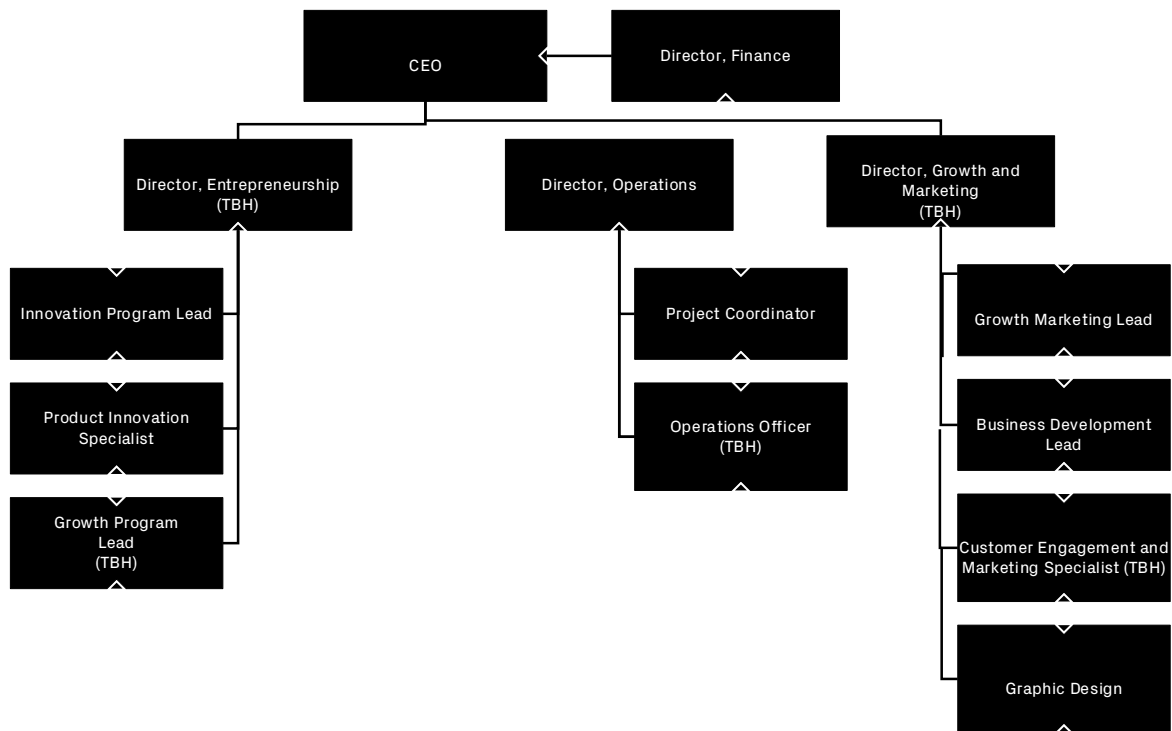
STAFF DATA

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|-------------------------|---|
| Direct reports | Growth Marketing Lead, Customer Engagement and Marketing Generalist and Graphic designer. |
| Indirect reports | Various/ as required |

SELECTION CRITERIA

| EXPERIENCE, SKILLS AND QUALIFICATIONS | ESSENTIAL | DESIRABLE |
|---|------------------|------------------|
| Extensive demonstrated experience at a senior leadership level. Degree in Marketing or Communications or a relevant discipline and extensive relevant experience; or an equivalent combination of relevant experience and education/training | X | |
| Real-world knowledge of entrepreneurship from either your own entrepreneurial venturing, or from hands-on commercial intrapreneurship experience working with both startups and corporates. | X | |
| Demonstrated experience in driving a high-performance service culture focused on continuous improvement and delivering quality outcomes for students / clients. | X | |
| Demonstrated effective stakeholder management and sales/business development skills, including the ability to influence and negotiate to achieve outcomes in line with business objectives. | X | |
| Superior communication skills, including written, and oral presentation skills including 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 as well as strategically and 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 | |
| Skilled in initiating and supporting organisational growth and change. Ability to identify business opportunities, and initiate, lead and implement new programs. | X | |
| Knowledge or experience of the NFP sector is desirable. | | 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.

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