

POSITION DETAIL

POSITION TITLE:	Engagement and Outreach Officer
REPORTS TO:	Business Development Manager
REMUNERATION:	\$80K base salary plus superannuation with NFP salary packaging available
WEBSITE	www.sse.edu.au

CONTEXT AND ACCOUNTABILITY

Working closely with and reporting to the Business Development Manager, the Engagement and Outreach Officer drives targeted stakeholder engagement activities to help grow SSE's reach and engagement with its diverse client base, including 11 NSW universities and TAFE NSW, secondary schools, industry, government and community. The Engagement and Outreach Officer helps to identify and execute on activities that generate leads for commercial business opportunities with high-quality outcomes.

Working in collaboration with the Business Development Manager, the Engagement and Outreach Officer actively plans and executes outreach activities that channel prospective business to SSE and conducts customer and grant research to further inform program development, identify or deepen understanding of customer needs, and new market segments.

The Engagement and Outreach Officer works together with the Business Development Manager to identify business development areas that require support. By driving targeted stakeholder engagement activities, the Engagement and Outreach Officer plays a critical role in creating an active, highly engaged and inclusive SSE community and growth as a successful and sustainable enterprise.

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 organisation, 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 Engagement and Outreach Officer will help to enable the optimal execution of strategy and the delivery of programs and learning pathways across the SSE business, ensuring the achievement of synergy, alignment, and overarching target efficiency to optimise delivery.

The Engagement and Outreach Officer will represent SSE in the field, driving stakeholder engagement and outreach activities that cultivate long-term partnerships with commercial impact. The successful candidate will demonstrate effective stakeholder engagement and relationship management and possess the ability to deliver deliberate growth and value to SSE's diverse customers.

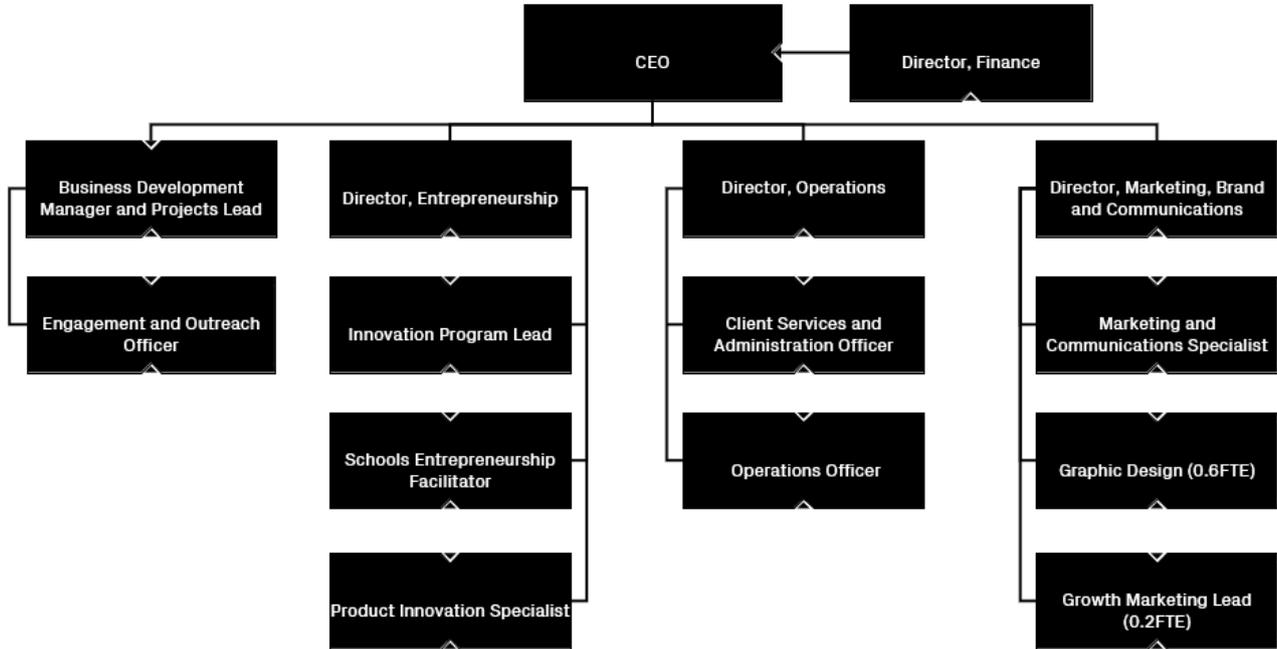
KEY ACCOUNTABILITIES

	Frequency
<p>Stakeholder Engagement, Partnerships and Relationship Management</p> <ul style="list-style-type: none"> Identify existing and prospective partnerships and collaborations, qualify new customers and plan bespoke engagement to secure strategic value-add collaborations. Implement and execute stakeholder engagement activities that generate leads, create commercial impact and strengthen SSE's reputation as a leader in entrepreneurial learning. Build and maintain a network of strong stakeholder relationships across SSE's diverse customer segments such as secondary and tertiary education providers, corporates, Government departments, philanthropic sectors and the wider industry to ensure appropriate cultivation of key customers, funders and influencers. Collaboratively develop an effective program of research, identification, cultivation and engagement and stewardship to secure support. Help grow and nurture particular stakeholder groups such as the SSE's Brains Trust of engaged, active industry practitioners and SSE alumni. Take a leadership role in providing 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. 	Ongoing
<p>Stakeholder Outreach and Strategy Execution</p> <ul style="list-style-type: none"> Implement and execute stakeholder outreach strategies underpinning SSE's varied programs and learning pathways. Support the growth of funding opportunities through grant research and assistance with grant writing. Gather, analyse and evaluate insights from customer discovery meetings to identify customer needs, new market segments and further inform program development. Remain informed regarding market trends in the entrepreneurial and education industry. 	Ongoing
<p>People and Culture</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 strategic goals. Design and lead the implementation of systems and processes to measure, review, and enhance SSE's sales performance as well as product development. 	Ongoing
<p>General</p> <ul style="list-style-type: none"> Where relevant, effectively manage staff, interns, grads and suppliers to ensure effective delivery of strategic initiatives and delivery of services across the business. Some state-wide travel may be required in the context of achieving SSE's strategic outcomes and as a part of key accountabilities. Other tasks as required by the Business Development Manager or CEO. 	Ongoing

SELECTION CRITERIA

EXPERIENCE, SKILLS AND QUALIFICATIONS	ESSENTIAL	DESIRABLE
Degree qualification with extensive relevant experience.	X	
A background in business development and account management with an ability to nurture commercial opportunities to reach financial targets.	X	
Confidence and proven ability in relationship building, collaboration, managing effective long-lasting relationships and influencing stakeholders at all levels.	X	
Excellent ability and efficiency to manage concurrent projects in a fast-moving environment and experience executing growth strategies.	X	
Exceptional interpersonal, written and verbal communications skills as well as project management, time management, prioritisation and organisation skills. Experience in grant writing desirable.	X	
Demonstrated skills in data analysis and market intelligence to inform strategy execution, market segmentation and partnership collaboration.	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



KEY RELATIONSHIPS

INTERNAL

MAIN CONTACT	FREQUENCY	PURPOSE
Business Development Manager	Daily	In the context of relevant Key Accountabilities
CEO	As required	In the context of relevant Key Accountabilities
SSE Directors	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 and professional partners and stakeholders	Regularly	In the context of relevant Key Accountabilities
SSE's 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
Program participants (secondary, tertiary, commercial), alumni, 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
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: Business Development Manager	APPOINTED DELEGATE: Chief Executive Officer, Dr Sarah Jones
	Name: Lynn Erkens Effective date: 1 June 2022	