

SSE OPPORTUNITY: GROWTH MARKETING LEAD

Exciting opportunity to join a dynamic and highly adaptable team working at the intersection of education, industry, government, and community.

Are you passionate about creating meaningful change, and helping to build a diverse community of next-generation entrepreneurs, boosting employability, and promoting lifelong learning opportunities for all? Do you get energised by the prospect of shaping new products and services to seize emerging opportunities in the market?

If this sounds like you, and if you want to make a difference, we'd love to hear from you.

SSE offers you the opportunity to partner with clients and stakeholders from across the diverse ecosystem of education (secondary and tertiary), government, industry and community, and work alongside SSE's expert entrepreneurial team of facilitators, mentors and learning designers in bringing entrepreneurial and innovative learning opportunities into the market.

How to apply

Send your cover letter, CV and response to Selection Criteria to Emily Chang, Director, Entrepreneurship emily.chang@sse.edu.au by 17:00 (AEDT) 13 January 2021.

For more information about this role and salary discussions, contact Emily Chang emily.chang@sse.edu.au 0419 513 019

POSITION DESCRIPTION

POSITION TITLE	Growth Marketing Lead
REPORTS TO	Director, Entrepreneurship
REMUNERATION	Competitive salary (plus super) depending on experience
WEBSITE	www.sse.edu.au

CONTEXT AND ACCOUNTABILITY

As an integral member of Sydney School of Entrepreneurship (SSE), the Growth Marketing Lead is responsible for developing and executing marketing and communications strategies that create, nurture and sustain SSE's brand value and narrative across diverse stakeholders.

Working collaboratively across the organisation, the Growth Marketing Lead will be involved from the inception of program development and will lead the creation and implementation of marketing and communications strategy to position and grow the adoption of SSE's programs and services. The Growth Marketing Lead achieves this by bringing their experience and expertise in taking a 'test and learn' approach to conducting analysis of brand, customers, and business needs.

As the key marketing and communications advocate in the organisation, the Growth Marketing Lead will proactively coach and educate SSE team members and relevant stakeholders on SSE's brand value, benefits of SSE's programs and services and how to share and elevate this with customers and partners.

OVERVIEW OF THE SCHOOL AND POSITION CONTEXT

Established in 2016 with cornerstone investment by the NSW Government, Sydney School of Entrepreneurship (SSE) is a partnership between 12 tertiary institutions—all 11 NSW universities and TAFE NSW—headquartered in Australia's highest density startup precinct. SSE works in collaborative partnership with diverse stakeholders across education and business ecosystems to provide entrepreneurial and innovative learning opportunities that grow future of work capabilities and enable jobs creation and education pathways.

The Growth Marketing Lead leads the marketing and communications function of SSE. The goal of the marketing and communications function within SSE includes: creating and sustaining stakeholder engagement and advocacy for SSE's mission, influencing growth strategies that drive program development, consistently and effectively positions SSE in the marketplace, identifying new market and partnership opportunities and supports all SSE staff to effectively communicate SSE's brand, programs and services to target audiences.

On a day-to-day level, the Growth Marketing Lead will work seamlessly with the Entrepreneurship and Operations teams to continuously scout for 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.

In addition, the Growth Marketing Lead will work closely with, and mentor, the Senior Marketing Officer to produce and manage content and media across SSE for major initiatives, projects, announcements and events. The Growth Marketing Lead is also expected to recommend improvements/ alternate approaches, developing reporting to key clients and SSE leadership.

KEY ACCOUNTABILITIES

		<i>Frequency</i>
1.	Strategy Development and Execution <ul style="list-style-type: none"> Lead and undertake the development, implementation and evaluation of marketing activities aligned with SSE's strategy to achieve targets Identify 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 Deliver customer focussed, integrated marketing programs that drive customer engagement, expansion and retention Conduct benchmarking, competitor analysis, market research and market testing to support SSE's positioning in the marketplace and support SSE unique value proposition for its program and service offering Establish and maintain scalable processes that ensure best practices for delivery, evaluation and insight generation from marketing campaigns 	Ongoing
2.	Brand Positioning & Stakeholder Engagement <ul style="list-style-type: none"> Identify and develop strategies to continuously enhance engagement and advocacy of SSE's mission with government, education and industry partners Be an effective communicator and brand ambassador to represent SSE and uphold its reputation and position in market 	Ongoing
3.	Partnership Development and Management <ul style="list-style-type: none"> Identify and develop industry channels, association, professional bodies and networks to develop and advance SSE's partnerships Assist with collating and writing grants submissions, and with assessing and responding to sponsorship proposals. 	Ongoing
4.	Communications <ul style="list-style-type: none"> Develop and manage targeted communications strategies and initiatives that strengthen relationships and collaborations with stakeholders, partners and program alumni Identify industry and news media opportunities to enhance SSE's profile both locally and internationally, be one of the key liaisons for the media and other relevant bodies and build and maintain a strong working relationship with media suppliers Maintain quality assurance standards and ensure all marketing and communication material and content is accurate and complies with SSE standards and brand guidelines 	Ongoing
5.	General <ul style="list-style-type: none"> Work closely with cross functional teams to deliver ongoing communications and content strategy and plans Work collaboratively with Senior Marketing Officer to ensure delivery of integrated campaigns and marketing collateral Perform any other work activities relevant to the role's key accountabilities as approved by the Director, Entrepreneurship and as commensurate to the role's classification level. 	As required

KEY RELATIONSHIPS

INTERNAL

MAIN CONTACT	FREQUENCY	PURPOSE
Director, Entrepreneurship	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, 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

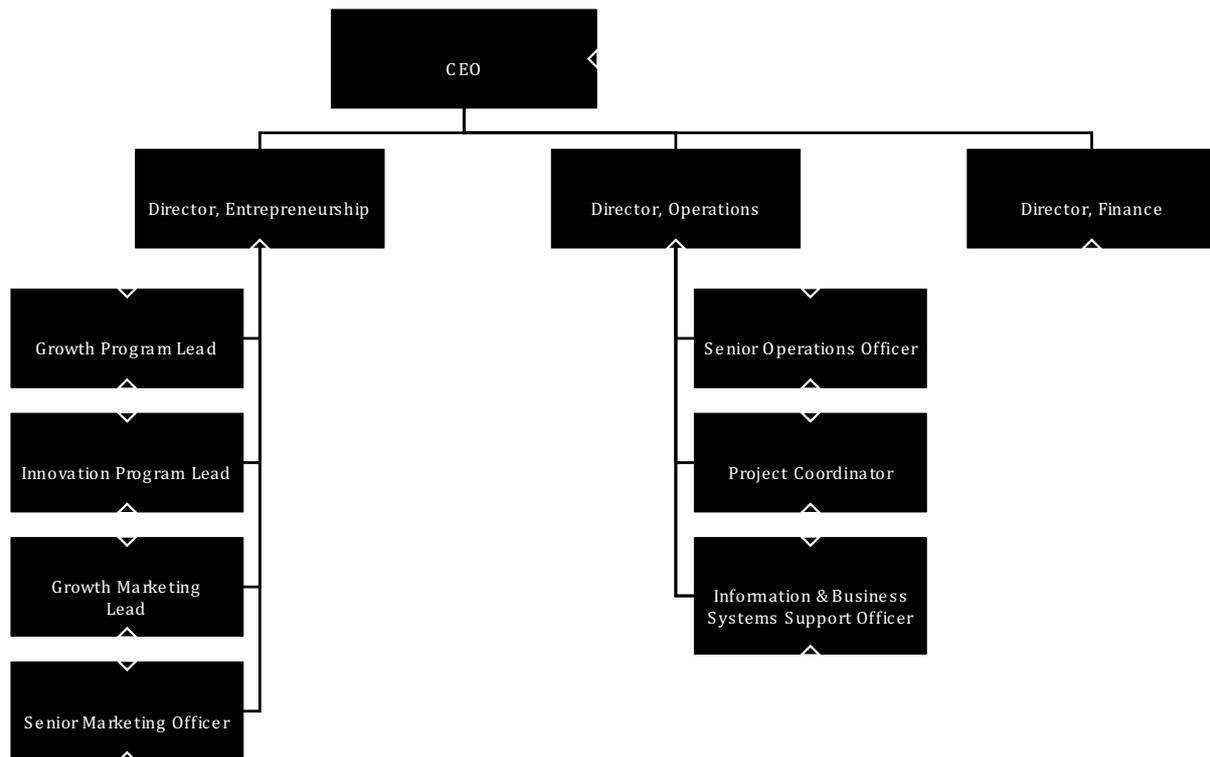
Direct reports	N/A
Indirect reports	Other staff as required.

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	
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	
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 to write engagingly for target audiences using a variety of mediums including web, print, media releases, speeches and social media.	X	
Demonstrated ability to conduct customer discovery interviews, market research, develop customer journeys, and draw insights to inform new opportunities	X	
Demonstrated ability to rapidly design and run market tests that help inform and validate new market opportunities	X	
Extensive demonstrated experience in designing and successfully executing strategic corporate communications for an organisation	X	

A proven analyst, able to evaluate insights, establish a measurement framework and confidently write marketing reports, informing future marketing activities through the conducting of research activities.		X
Proven ability to successfully pitch news stories to media, with contacts in news and industry media.		X
Demonstrated ability to establish and manage strategic relationships at all levels		X

ORGANISATIONAL CHART



WORKING WITH CHILDREN

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

Yes

EQUAL EMPLOYMENT OPPORTUNITY / AFFIRMATIVE ACTION

Demonstrated understanding of the incorporation into SSE life of the principles of Equal Employment Opportunity and Affirmative Action [EOOnline](#); and ability to work positively with staff, students, clients and others 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 SSE'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, Entrepreneurship	APPOINTED DELEGATED	
	Name: Emily Chang Effective date: December 2020		Chief Executive Officer Dr Sarah Jones