

POSITION DETAIL

POSITION TITLE:	Marketing and Communications Specialist
REPORTS TO:	Director, Marketing and Communications
REMUNERATION:	\$90k plus super (depending on experience) with NFP salary packaging available
WEBSITE:	www.sse.edu.au

CONTEXT AND ACCOUNTABILITY

Working in close collaboration with the SSE team and reporting to the Director, Marketing and Communications, the *Marketing and Communications Specialist* will provide expert services for the promotion of SSE, its programs, brand enhancement, growth and development. In close collaboration with the Director, Marketing and Communications, the position will be responsible for developing succinct marketing and communications plans to support SSE's outreach, recruitment efforts and reputation-building objectives. The successful incumbent will develop and deliver various marketing campaigns and activities which include optimising proactive communications, managing digital and social media channels (including liaison with external contractors where required), coordinating stakeholder/sponsor events and functions, and initiation, implementation and ongoing maintenance of social media strategies and activities.

The *Marketing and Communications Specialist* will develop and implement integrated marketing plans and activities for designated business units and customer segments; driving brand consideration and preference, maximizing lead generation, and supporting customer retention, engagement and advocacy. This role is responsible for effectively positioning and enhancing the image and reputation of SSE through the development and implementation of marketing/ communications plans, media and public relations activity, internal communications and corporate identity strategy.

The *Marketing and Communications Specialist* initiates, produces and manages communications, content and media across SSE, and supports high-level analysis and reporting on customer experience matters, competitor activity, and trends across the education and entrepreneurship industries. This role is responsible for the implementation and analysis of the success of marketing projects and assignments.

A skilled communicator, the *Marketing and Communications Specialist* encourages advocacy, engagement and a sense of community amongst audiences and the broader SSE team, thereby growing the adoption of SSE's programs and offerings, and supporting SSE's ambition to be a leading entrepreneurial school delivering impact to diverse cohorts. Concurrently this role builds relationships with stakeholders, effectively managing their expectations, needs and wants; ensures consistency of messaging and branding for SSE.

Working collaboratively across the organisation, the *Marketing and Communications Specialist* will develop and implement official SSE communication programs, undertaking mapping and surveys, as well as developing customer journeys and personas. They consistently measure partner engagement and advocacy and manage major broadcast communication channels to these audiences, providing advice, support and strategic planning to the Executive 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 graduates emerge ready to adapt and succeed in an ever-changing society, confident to impress impact on the world.

The *Marketing and Communications Specialist* is a key member of the SSE team, collaboratively leading the marketing and communications function within SSE. Activity in this function includes creating and sustaining stakeholder engagement and advocacy for SSE’s mission, influencing marketing and communication 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 *Marketing and Communications Specialist* will work seamlessly with the Director, Marketing, Brand and Communications 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

	Frequency
<p>Marketing</p> <ul style="list-style-type: none"> • Articulate product and service offerings, key benefits and messages for use by all team members and stakeholders. • Produce, contribute to, and edit copy for high-quality SSE marketing materials both online and in print. • Manage SSE social media channels including, but not limited to LinkedIn, Facebook, Instagram, Twitter and YouTube. • 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 diverse audiences. • Stay informed about market trends in the entrepreneurial and education industry, and also technological and digital advances related to marketing, driving continuous improvement in the marketing and communications team, and to deliver on SSE’s strategic goals. • Analyse and evaluate insights and establish a measurement framework; subsequently writing marketing reports in a confident manner that are used to inform future strategic activities. 	Ongoing

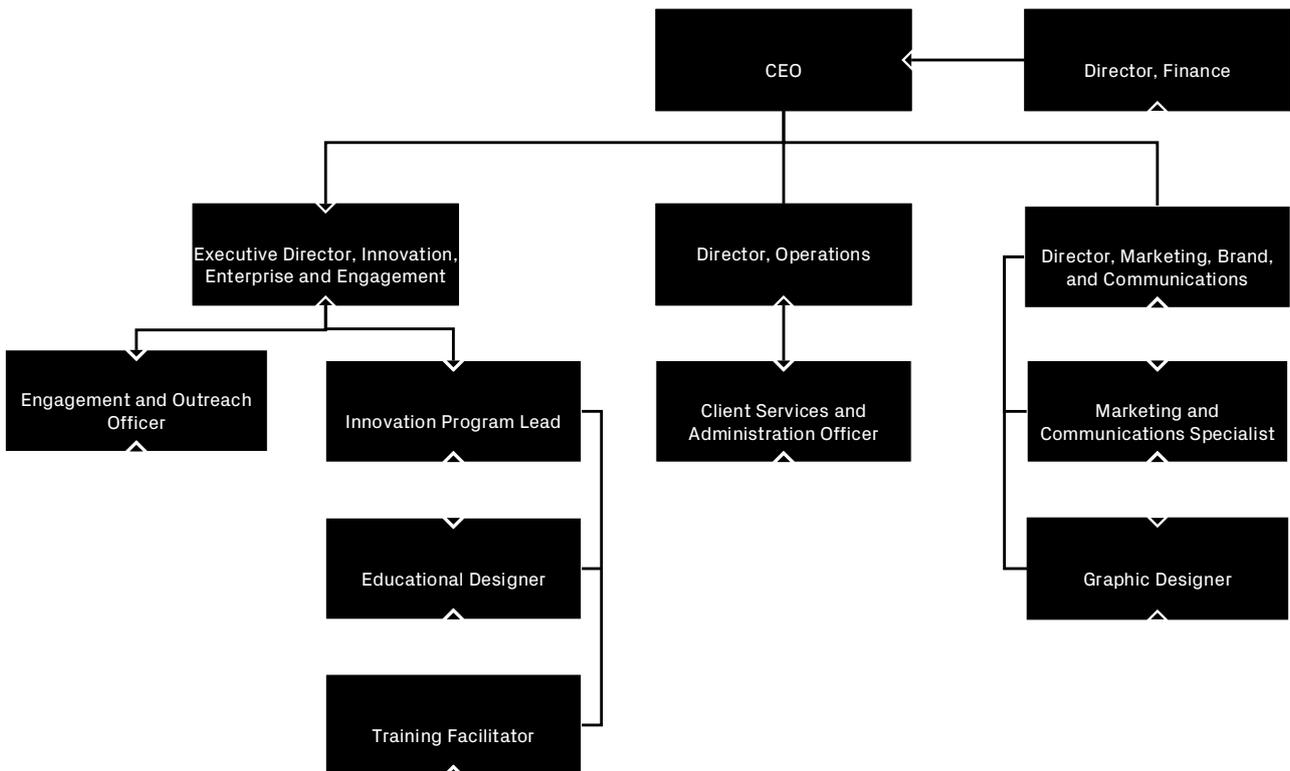
<p>Strategic Communications, Stakeholder Engagement and Leadership</p> <ul style="list-style-type: none"> • Initiate and drive strategic communications, advice and support to SSE, its business units and Executives. • Develop and manage targeted communication strategies and initiatives that strengthen relationships and collaborations with stakeholders, students, staff and external audiences. • 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 networks and suppliers. • Deliver the ongoing communications and content strategy plans across digital and engagement channels, ensuring key messages, stories and content are targeted, timely, engaging and effectively disseminated. • Write speeches and prepare presentations for senior representatives as requested. • Produce, contribute to, and edit copy for high-quality SSE marketing materials including, but not limited to, brochures, reports, newsletters, magazines and websites. • Maintain quality assurance standards and ensure all marketing and communication material and content are accurate and comply with SSE standards and brand guidelines. • Build productive relationships to proactively and collaboratively identify opportunities to profile SSE, students, alumni, research, projects, and staff. • Undertake monitoring and reporting on coverage, online engagement and effectiveness of communications and content strategies. 	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 Director or CEO and commensurate to the role’s classification level. 	Ongoing

SELECTION CRITERIA

EXPERIENCE, SKILLS AND QUALIFICATIONS	ESSENTIAL	DESIRABLE
Degree in Marketing or Communications and demonstrated relevant experience.	X	
Extensive experience in designing and successfully executing strategic marketing, communications and storytelling for an organisation.	X	
Demonstrated high-level problem solving and organisational skills, including the ability to take initiative, independently prioritise competing work demands and an ability to identify and initiate improvements to business practices.	X	
Demonstrated ability to write engagingly for target audiences using a variety of mediums including web, print, media releases, speeches and social media, with impeccable grammar, attention to detail and proven editing experience.	X	

Demonstrated experience in driving a high-performance service culture focused on continuous improvement and delivering quality outcomes for clients.	X	
Demonstrated high-level interpersonal and oral communication skills including the ability to negotiate, provide advice and liaise with a wide range of individuals.	X	
Proven ability to successfully pitch news stories to media, with contacts in news and industry media.	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	
An advanced user of Microsoft Office applications, databases, CRM and associated software (Salesforce experience will be highly regarded).	X	
Ability to respond flexibly to the requirements of a complex organisation and generate solutions that meet management requirements.	X	

ORGANISATIONAL CHART



KEY RELATIONSHIPS

INTERNAL

MAIN CONTACT	FREQUENCY	PURPOSE
Director, Marketing and Communications	Daily	In the context of relevant Key Accountabilities
SSE staff – all levels	Daily	In the context of relevant Key Accountabilities
SSE Directors	Daily	In the context of relevant Key Accountabilities
CEO	As required	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
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
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: Director, Brand, Marketing and Communications	APPOINTED DELEGATE: Chief Executive Officer: Dr Sarah Jones
	Name: Effective date: 23 November 2022	