Position Profile

A position profile explains the purpose of a role, what the person in the role does and the skills and experience someone needs to be successful in the role.

Position:	**Marketing Business Partner** **Fundraising and Philanthropy, Autism Friendly and Strategic Partnerships**
Team:	Marketing and Communications
Org unit:	Corporate Services
Reporting manager:	Head of Marketing
Direct Reports	None proposed
Location	National Office
Industrial instrument:	Non-award
Position number:	TBC
Date reviewed:	November 2026

Purpose, Vision and Values

An organisation's purpose explains why it exists, what it aims to achieve, and how it contributes to the community, customers, or broader society. The vision describes the future we're striving toward while values define who we are. They shape how we work with each other, with the people we support and with the broader community.

Purpose: A different brilliant® - understanding, engaging and celebrating the strengths, aspirations and interests of people on the autism spectrum.

Vision: Together, we're creating a world where Autistic people are seen and valued, and have access to the right support to live, learn, work and play

Values: Teamwork, Honesty and Integrity, Respect, Inclusion, Vibrant and Excellence.

Program Purpose

A program purpose explains why the team exists, what it is there to achieve, and how it contributes to the organisation's goals.

The Marketing and Communications team builds awareness of Aspect, connects people and organisations with its services and opportunities, and supports engagement and growth. The team works with business units to deliver coordinated marketing and communications that reflect Aspect's purpose and the strengths, aspirations and interests of Autistic people.

Position Purpose

A position purpose explains why a position exists and what it is meant to do.

To coordinate and deliver marketing activity for Fundraising and Philanthropy, Autism Friendly and Strategic Partnerships. Working with these teams and the wider Marketing and Communications team, the role turns agreed priorities into practical campaigns, content and materials that encourage giving, generate awareness, increase enquiries and support partner engagement.

This is a hands-on marketing role that coordinates and delivers agreed activity, contributes ideas and provides practical advice. It coordinates access to central design, digital, social media and communications support. Strategic direction, final budget approval and major prioritisation decisions are agreed jointly with the FABS leadership team.

Key Accountabilities

This section lists the main things the person in the position is responsible for doing.

Business partnership and marketing planning

- Be the day-to-day marketing contact for the FABS teams, understanding their audiences, objectives, timelines and marketing requirements.
- Contribute to marketing plans and campaign briefs, recommending practical activities, messages and channels within agreed priorities and resources.
- Maintain a shared activity calendar and agree delivery priorities, raising competing requests or changes in scope early.

Fundraising and philanthropy marketing

- Coordinate marketing for agreed appeals, regular giving campaigns and donor engagement activities.
- Support flagship Peer to Peer campaigns including Run, Walk, Shine, Brilliant Brunch and Active as well as the Do something brilliant hub.
- Review appeal copy, donation page content, supporter updates and impact materials, using approved messages and evidence, and ensuring alignment with the brand guidelines and writing style guide.
- Support donor communications through timely content, imagery and materials.

Autism Friendly marketing

- Coordinate marketing activity that raises awareness of Aspect's Autism Friendly services and their value to businesses, government and organisations.
- Prepare service information, case studies, presentations and campaign materials that help prospective clients understand available support and make enquiries.
- Work with the Autism Friendly team to identify examples of inclusive practice and share approved outcomes through relevant channels.
- Work with the Autism Friendly Employment team to build a clear, authentic brand, build trust and awareness and support pipeline development.
- Maintain the AF social media channels driving engagement and reach.
- Working with the PR consultant, grow the AF media presence through media releases/PR activity that showcase Autism Friendly activities.

Strategic partnership marketing

- Ensure a thorough understanding of the Corporate Partnerships Strategy and work collaboratively to deliver initiatives that achieve the set goals.
- Maintain the Partnerships credentials document to ensure its current at all times.
- Work with the Corporate Partnerships team to prepare a suite of core materials for internal and external use.
- Support the team on key cause-related marketing partnerships and activities, including brand guidelines, partnership logo development and language.
- Support partner participation in Aspect campaigns, including World Autism Understanding Month, through clear briefs and ready-to-use materials.

Content and brand coordination

- Edit and proofread clear content for donors, prospective clients, partners and the wider community, ensuring alignment with the Aspect masterbrand.
- Gather stories and case studies with relevant teams and Autistic contributors, using strengths-based language and following consent requirements.

- Brief and coordinate work with design, digital, social media and communications.
- Maintain the FABS brand toolkit

Campaign delivery and digital support

- Coordinate assigned campaigns from brief to completion, tracking tasks, approvals and deadlines across contributing teams.
- Prepare and coordinate website updates, email communications and social content with channel owners.
- Support marketing for relevant events and partnership activities, including invitations, promotional materials and follow-up communications.

Budget coordination performance reporting

- Track marketing costs for activities within approved budgets, obtain quotes and coordinate suppliers.
- Prepare ongoing monthly reporting statistics for marketing activities

What you will need to succeed

This section outlines the key skills, experience and qualities needed to do the job successfully.

Essential requirements

- 3 - 5 years' experience in a Marketing, Communications or similar role
- Bachelor's degree in marketing or a related field.
- Proven track record of developing and delivering marketing activities
- Demonstrated experience in managing partnerships and stakeholder relationships.

Capabilities

Interpersonal and relationships skills	• Listen, clarify requirements and build constructive working relationships. • Follow through on commitments and maintain professionalism and confidentiality. • Collaborate effectively across multiple teams.
Problem solving and creativity	• Recommend achievable marketing options within agreed priorities. • Identify delivery issues early, suggest solutions and seek guidance when needed. • A creative mindset to develop innovative marketing solutions that captivate audiences and align with Aspect's purpose.
Audience communication	• Adapt messages for donors, prospective clients, partners and the wider community. • Use accessible, strengths-based language and follow consent and safeguarding requirements.
Planning and organising	• Coordinate tasks, approvals and deadlines across contributing teams. • Keep accurate records and manage competing priorities with the marketing leader.
Digital and reporting capability	• Use email marketing, website content management and social platforms. • Compile basic campaign data, interpret results and suggest improvements.

Oral and written communication	• Write, edit and proofread clear, accurate content. • Prepare practical briefs, campaign updates and presentations for different audiences.