

# Position Profile



<b>Position:</b>	Senior Marketing Business Partner – Education
<b>Team:</b>	Marketing and Customer Engagement
<b>Org unit:</b>	Marketing, Communications, Customer Engagement and Research
<b>Reporting manager:</b>	Marketing and Customer Experience Manager
<b>Industrial coverage:</b>	Non-award
<b>Position number:</b>	101667
<b>ANZSCO code:</b>	2253
<b>AON code:</b>	Aon.MKT.20025.4 / Aon.MKT.20115.5 (Hybrid 50% split)
<b>Approval status</b>	Draft
<b>Date reviewed:</b>	March 2025

## Organisation purpose

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

**Vision:** The best opportunities for people on the autism spectrum.

**Mission:** We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focussed, and customer-driven.

**Values:** We are passionate about people, about being positive, and about what's possible.

## Portfolio and Team purpose

The Marketing and Communications team work to strategically craft and execute innovative campaigns, build brand awareness, and foster effective communication to drive business growth and engagement across diverse channels and stakeholders.

The customer services team is the face and voice of Aspect for all clients both internal and external. This team provide timely, friendly and excellent customer service across a range of contact points including, telephone, e-mail, face-to-face and direct mail.

Both teams play a pivotal role in shaping the organisation's external image and fostering meaningful connections with our stakeholders.

## Position purpose

To lead the development and execution of marketing strategies that deliver against the objectives outlined in the Aspect Education Business Plan. The role will serve as a strategic marketing advisor and implementor, collaborating closely with the business unit to promote quality education initiatives, increasing external awareness of Aspect's value proposition, driving enrolments, fostering satellite partnerships, and supporting advocacy efforts in line with Aspect's mission to provide high-quality education for students on the autism spectrum.

## **Key accountabilities**

### **Strategic business partnership:**

- Act as the primary marketing liaison for the Education business unit, understanding their objectives and translating them into effective marketing strategies.
- Provide strategic advice to stakeholders on marketing trends, best practices, and campaign opportunities.

### **Strategic Marketing Planning and Execution:**

- Lead and create integrated strategic marketing campaigns to build the Education value proposition, aligned with Business Plan/Service Level Agreement and leveraging appropriate channels with measurable ROI, KPIs and outcomes.
- Design and implement enrolment campaigns for target schools to achieve enrolment targets.
- Develop and implement a marketing campaign for Distance Education.

### **Partnership and Stakeholder Engagement:**

- Working with the Head of Partnerships for Education, develop and implement an acquisition campaign to attract new satellite partnerships including articulation of the satellite value proposition.
- Support international study tours and conferences by developing targeted marketing plans and showcasing outcomes.

### **Advocacy and Sector Engagement:**

- Contribute to advocacy efforts by preparing materials for presentations and media engagement, ensuring alignment with the new advocacy strategy.
- Regular and ongoing media engagement to support the Advocacy Strategy.

### **Brand Management:**

- Ensure all marketing activities adhere to brand guidelines and contribute to a consistent brand voice and identity.
- Drive awareness and advocacy for the brand across target audiences.

### **Content Development and Management:**

- Oversee the creation of collateral to support the Aspect Education Teaching and Learning framework.
- Lead the development and dissemination of good news stories, case studies, and advocacy materials in recognised journals, media outlets, and Aspect's owned channels.

### **Operational Marketing Support:**

- Provide ongoing marketing support to individual schools, ensuring alignment with their School Improvement Plans.
- Work with internal teams to support workforce strategies and promote the Aspect Education Employee Value Proposition (EVP).

### **Performance Measurement and Reporting:**

- Monitor and report on the effectiveness of marketing initiatives, ensuring alignment with deliverables and measuring impact against enrolment and awareness goals.

### **Budget and Resource Management:**

- Manage budgets for assigned marketing activities, ensuring cost-effective use of resources.
- Collaborate with external vendors and agencies to deliver high-quality marketing outputs.

#### **Team culture, management and development**

- Contribute to and promote a team culture of continuous improvement, high performance and inclusive environment.
- Lead, motivate and develop 1 direct report
- Provide leadership to the Marcoms team on specific business unit initiatives, setting clear goals, expectations, and performance standards.
- Nurture and develop team members through coaching, training
- Provide staff with the decision-making support for day-to-day operations
- Demonstrate a positive attitude towards managing change.

#### **Portfolio functional development**

- Contribute to continuous operational improvement through knowledge of Aspect's business, the external context, and contemporary practice in own area of expertise.
- Contribute to the development of the portfolio team collective knowledge and team spirit through participation in, and leadership of, learning and team building activities.

#### **Safeguarding the people we support**

Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support.

- Coordinators, Managers and Executive are responsible for ensuring that staff:
  - follow safeguarding guidelines as outlined in Aspects Safeguarding the People We Support Policy and Code of Conduct.
  - complete all mandatory safeguarding training.
  - comply with mandatory reporting and legal requirements.
- Coordinators are required to alert next-level managers to any concerns and/or issues that may warrant investigation.
- Managers and Executive are required to:
  - be the escalation point for all concerns and/or issues and investigate, in consultation with the relevant business unit.
  - promote a safeguarding culture and educate staff in understanding the need for ongoing vigilance.

#### **Work health and safety**

Members of the Aspect leadership network are considered Officers under the work health and safety legislation and, accordingly, are responsible for ensuring Aspect has arrangements in place to comply with legal obligations.

- Fulfil your obligations to ensure Aspect complies with its work health and safety obligations under WHS laws.
- Hold managers within your business unit accountable for their health and safety responsibilities.
- Fulfil your duty to exercise due diligence. Due diligence means you must:
  - acquire and keep up to date knowledge of work health and safety matters
  - understand the operations of the business and the hazards and risks involved

- ensure appropriate financial and physical resources and processes are provided to enable hazards to be identified and risks to be eliminated or minimised
- ensure information regarding incidents, hazards and risks is received and the information is responded to in a timely way
- ensure the business has, and implements, processes for complying with any legal duty or obligation
- verify the provision and use of resources and processes.

## Essential requirements

- +8 years' experience in a Communications or similar role
- Bachelor's degree in Marketing or a related field.
- Proven track record in a similar management role
- Strong strategic planning and campaign management skills
- Demonstrated experience in managing partnerships and stakeholder relationships.
- Exceptional written and verbal communication skills.
- Strong project management and multitasking abilities.
- Proficiency in digital marketing tools and platforms, including social media and content management systems.
- Knowledge of data analysis and performance measurement tools to track campaign effectiveness.
- Collaborative and team-oriented with excellent interpersonal skills.
- Creativity and an innovative approach to challenges.
- Working with Children Check clearance (NSW)
- National Police Clearance

## Functional capacity requirements

*Frequency refers to an approximate percentage of time in a typical shift or period on duty:*

*Rarely: Up to 7%    Occasionally: 8% to 33%    Often: 34% to 66%    Continuously: More than 66%*

Requirement	Frequency
Resilience to time pressure/workload	Often
Sitting	Continuously
Standing, walking	Occasionally
Pulling, pushing, lifting <5kg, reaching, carrying	Rarely
Fine motor skills – keyboarding, writing	Continuously