

Position Description

SEDA Group (SEDA) is a leading provider of hands-on education that delivers senior secondary and post-secondary qualifications that are designed to engage, educate and empower young people as they transition onto employment or further education.

Position title:	Marketing Partnerships Manager
Immediate Manager:	National Marketing Manager
Status	Full time
Term	Permanent
Location	Hawthorn East
PD reviewed date	December 2021

About SEDA GROUP

Established in 2006, SEDA Group (SEDA) is an applied learning education provider, known for successfully developing a model of Senior Secondary Education combining Vocational Education and Training (VET) both inside and outside the classroom. As a national organisation, our hands-on learning environment is unrivalled by any other education provider, as we focus on individual learning and enabling our students to build transferrable skills that will prepare them for a successful future.

Across Australia SEDA partners with over 45 leading national, state and local sport, recreation, building and trade organisations. We are highly regarded for empowering, supporting and believing in young people. Our staff ensure all students learn in a safe and inclusive environment. In addition, our staff and teachers undertake their roles with a commitment to:

- Integrity
We act with transparency, honesty and fairness. We own our decisions and behaviours
- Innovation
We encourage new thinking, listen to ideas and have an open mind
- Professionalism
We set high standards, give our best and are consistently reliable. We deliver on commitments
- Collaboration
We work in partnership willingly. We share challenges and successes

SEDA Group

Purpose of the role

The Marketing Partnership Manager will be responsible for managing all marketing relationships with SEDA’s industry partners nationally. The role will require you to work autonomously to build meaningful relationships, drive mutually beneficial outcomes and develop/execute on agreed annual marketing plans.

The primary purpose of this role is to drive student acquisition for SEDA Group programs and support SEDA College programs via collaboration with Industry Partners. The position will work closely with the National Partnerships team.

In addition, this role will provide critical support for other SEDA initiatives/programs including developing and implementing marketing strategy, digital strategy, developing and implementing key communications initiatives and the management of key stakeholder relationships.

Key Duties

- Manage and maintain marketing relationships with industry partners nationally
- Oversee all marketing initiatives delivered in partnership with industry partners nationally
- Lead on marketing strategy and execution of campaigns for all SEDA Group Industry Diploma programs
- Project manage the delivery of key business projects nationally

Primary Responsibilities

Accountabilities	Overview
Manage key partners	<ul style="list-style-type: none"> • Effectively manage key partnerships with sporting partners nationally including national and state sporting associations, clubs and local leagues • Forecast, measure and report on results of various projects with partners including campaigns, promotions and events • Research and make recommendations for new marketing partnership opportunities • Manage development and negotiations of local league sponsorships agreements in collaboration with the partnerships team
Manage key stakeholder relationships	<ul style="list-style-type: none"> • Collaborate closely with the Admissions/Training Operations team to ensure annual targets are met • Develop and facilitate relationships with key operational staff who assist with the marketing of SEDA programs • Manage the relationship with any agency or third party (ie. Mail house) appointed to design and distribute SEDA marketing material annually in line with key marketing objectives

SEDA Group

w seda.edu.au

e info@seda.edu.au

p 1300 777 332

ABN 80 145 751 962

RTO Provider Number 22503

Campaign Management	<ul style="list-style-type: none"> • Be the primary lead for SEDA Group Diploma marketing campaigns • Ensure campaign dates and targets are met effectively and timely • Report on campaign results and provide recommendations • Management of annual community impact report campaign in collaboration with partnerships team • Identify and execute opportunities to promote the SEDA group program through the media (PR) where appropriate • Oversee marketing related events and information sessions
Partner Marketing Campaigns	<ul style="list-style-type: none"> • Collaborate with sporting partners to develop, manage and execute on an annual marketing plan • Manage the end-to-end execution of the annual direct mail campaign in collaboration with sporting partners and College marketing teams • Conduct periodical meetings with associated marketing teams to ensure the timely delivery of agreed marketing materials • Produce and provide regular reporting to sporting partners • Assist National Marketing Manager with the delivery and launch of new programs to market
Brand	<ul style="list-style-type: none"> • Actively support and contribute key organisational strategy pieces including the brand strategy and brand advocacy • Implement key initiatives and activities aligned with the brand strategy and brand advocacy • Identify opportunities to promote SEDA and associated brands with both internal and external contacts • Ensure brand compliance and consistency for key partners in conjunction with the Marketing Executive
Market SEDA Group programs across the education sector and industry organisations	<ul style="list-style-type: none"> • Lead on strategies that will successfully market SEDA Group programs via education sector including careers networks, local learning and employment networks and schools • Work closely with Admissions Manager to execute strategies within a timely manner and to meet desired business objectives • Market programs at education/career expos • Target marketing in identified schools and areas • Market and develop program initiatives via Industry partners, clubs and associations • Monitor the flow/quality of information to key stakeholders and the wider community via SEDA Group management, coordinators and teaching staff specific to the marketing of Diploma programs
Budget management	<ul style="list-style-type: none"> • Develop and monitor budgets for managed programs • Be responsible for the management of purchase orders • Report on budget spend monthly
Leadership/Teamwork	<ul style="list-style-type: none"> • Work as an effective team member; sharing responsibilities, working collaboratively, generating ideas and demonstrating leadership within the team • Establish positive relationships with team member and colleagues • Be aware of all organisational policies and practice guidelines • Represent SEDA in a professional manner

CRM/Nurturing	<ul style="list-style-type: none"> • Take ownership of lead generation, nurture, re-engagement and their overall performance throughout the email channel for Diploma campaigns • Driving ongoing efficiency and improvements to ensure high deliverability, open and click through rates • Work in collaboration with Marketing and Admissions team to maintain up-to-date campaign reporting and develop actionable insights to continually improve the Email/CRM function
---------------	---

Key Relationships

Internal	External
Chief Executive Officer	Affiliated National and State Sporting Association Staff
National Marketing Manager	Stakeholders associated with the program
Marketing and Admissions team	Young people and parents accessing the program
Development Staff	SEDA College leadership staff and teachers
National Partnerships Manager	
Diploma operations and teaching staff	

Skills, Knowledge and Experience

- Tertiary qualifications in Marketing or a relevant discipline and/or extensive practical experience. 6 years' experience working in a similar role preferred yet not essential
- Strong understanding of sport, ability to be collaborate, innovative and proven ability to work in a fast-paced environment and to work collaboratively with managers, staff, and external parties.
- Excellent organisational skills including a demonstrated ability to initiate and follow up tasks, work independently, and prioritise and monitor progress to ensure the completion of work within agreed timelines.
- Demonstrated high-level interpersonal skills with experience in influencing effectively whilst building relationships and the ability to negotiate professionally with internal and external stakeholders to provide organisational benefit.
- Well-developed written and verbal communication skills, including the ability to establish and maintain effective working relationships with a broad range of internal and external stakeholders
- Evidence of strategic thinking, strong conceptual, analytical and problem-solving skills with the ability to translate into actionable strategy.
- Excellent project management experience, including the development and implementation of critical paths, and leading or participating in project teams and monitoring progress within agreed timelines.
- Demonstrated proven ability to deliver excellence by taking personal accountability for achieving high quality outcomes and a flexible approach to diverse work demands in a fast-paced environment.

SEDA Group

w seda.edu.au

e info@seda.edu.au

p 1300 777 332

ABN 80 145 751 962

RTO Provider Number 22503

Other Requirements

- Conditions of engagement including probation, health and character checks (including police records check and working with Children Check) will apply to this position.
- To be eligible for engagement, you must have Australian or New Zealand citizenship or permanent residency status.
- Applicants need to meet the selection criteria outlined in SEDA Group's Skills First contract and may be required to complete a 'Fit and proper person declaration form' to be eligible for engagement.
- The role is based in Victoria, however interstate travel maybe required throughout the year to manage key industry partnerships and promotional initiatives in designated state and territory regions.

The list of responsibilities herein is not intended to be all-inclusive and may include additional responsibilities as required and assigned. It may become necessary to modify/change these position responsibilities from time to time.

Position Description Acceptance

I _____ (*Incumbent Name*) have read and, understood the above Position Description and agree to carry out the duties listed in my position description.

Signed Date

SEDA Group

w seda.edu.au

e info@seda.edu.au

p 1300 777 332

ABN 80 145 751 962

RTO Provider Number 22503
