

## 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.

<b>Position title:</b>	Stakeholder Engagement Manager
<b>Immediate Manager:</b>	National Marketing Manager
<b>Status</b>	Full time
<b>Term</b>	Permanent
<b>Location</b>	Sydney
<b>PD reviewed date</b>	February 2022

## About SEDA GROUP

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. Now a national organisation, 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 50 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

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 p 1300 777 332  
 ABN 80 145 751 962  
 RTO Provider Number 22503

## Purpose of the role

The Stakeholder Engagement Manager will be responsible developing positive and meaningful relationships among key external stakeholder groups to grow awareness of SEDA programs. The role will require you to work autonomously to build or expand on existing relationships, secure promotional opportunities to assist grow the program and identify growth opportunities.

The primary purpose of this role is to drive student acquisition for SEDA Group programs via stakeholder management/networking and collaboration with industry partners to execute on marketing strategies.

In addition, the role will provide critical support to NSW Diploma programs including the development and execution of marketing strategies, event management, student onboarding and management of key stakeholder relationships.

## Key Duties

- Build and maintain positive and productive relationships with external stakeholders across a range of educational, sporting and community groups with the aim of increase reach and awareness of SEDA programs and create a pipeline of warm leads for student prospecting
- Oversee student onboarding for NSW Diploma programs including information sessions, interviews, student enrolment and orientation
- Manage marketing relationships and oversee the delivery of marketing initiatives deliver in partnership with industry partners in NSW
- Maintain a positive relationship with SEDA College NSW including leading on the delivery of marketing outcomes via industry partners, and securing promotional opportunities to support Diploma programs

## Primary Responsibilities

Accountabilities	Overview
Stakeholder Management & Networking	<ul style="list-style-type: none"> <li>• Implement, develop, and manage relationships with key external stakeholder groups including but not limited to careers advisors, teaching networks, sporting leagues and associations</li> <li>• Implement and develop a shared database of contacts to nurture and manage with the view of generating leads for student acquisition</li> <li>• Facilitate opportunities to share information, present face to face and speak on behalf of the SEDA Sport &amp; Business programs</li> <li>• Develop and facilitate relationships with key operational staff who assist with the marketing of SEDA programs</li> <li>• Work with any agency or third party appointed to design and distribute SEDA marketing material in line with key marketing objectives</li> </ul>

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Strategic Development	<ul style="list-style-type: none"> <li>• Develop growth strategies and plans to grow the awareness and reach of the SEDA Group Sport &amp; Business Diploma programs</li> <li>• Lead on developing awareness and interest in the program, and coordinating other internal colleagues to assist where required</li> <li>• Research new opportunities to develop networks and relationships to strengthen outreach potential</li> <li>• Cold calling key stakeholder groups to form new connections</li> <li>• Have an in-depth knowledge of SEDA Diploma programs, the value proposition and unique selling points to facilitate meaningful conversations</li> <li>• Follow industry trends locally and keep abreast of what key competitors are doing from a promotional and program execution point of view</li> </ul>
Management of Industry Partners	<ul style="list-style-type: none"> <li>• Effectively manage key partnerships with sporting partners in NSW including national and state sporting associations, clubs, and local leagues</li> <li>• Forecast, measure, and report on results of various projects with partners including campaigns, promotions, and events</li> <li>• Research and make recommendations for new marketing partnership opportunities</li> </ul>
Event Management	<ul style="list-style-type: none"> <li>• Attend networking events, present and/or host stands at exhibitions and conferences</li> <li>• Lead on NSW student acquisition functions including coordinating information sessions and enrolment and orientation days as well as proving assistance with other student onboarding requirements (ie. Interviews)</li> <li>• Manage calendar of key events across the year to promote SEDA programs at career expos, school-based career and pathways events, information sessions, and SEDA College Open Days</li> <li>• Coordinate career expo and like events, including booking, coordination of staff, attending and hosting stands etc.</li> </ul>
Partner Marketing Campaigns (NSW)	<ul style="list-style-type: none"> <li>• Collaborate with NSW sporting partners to develop, manage and execute on an annual marketing plan</li> <li>• Conduct periodical meetings with associated marketing teams to ensure the timely delivery of agreed marketing materials</li> <li>• Produce and provide regular reporting to sporting partners</li> <li>• Assist Marketing Partnerships Manager with the execution of annual direct mail campaign</li> <li>• Assist National Marketing Manager with the delivery and launch of new programs to market</li> <li>• Ensure brand compliance and consistency for key partners in conjunction with Marketing Executive</li> </ul>
Manage key internal stakeholder relationships	<ul style="list-style-type: none"> <li>• Work closely with Marketing Partnerships Manager and Admissions Manager to execute strategies within a timely manner and to meet desired business objectives</li> <li>• Work closely with both the National Development Manager and National Partnership Manager in relation to Industry Partners</li> <li>• Develop and facilitate relationships with key operational staff who assist</li> </ul>

	<p>with the promotion of SEDA programs</p> <ul style="list-style-type: none"> <li>• 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 NSW Diploma programs</li> <li>• Develop and implement strategies to monitor, evaluate and deliver continuous improvement in all aspects of your work.</li> </ul>
Budget management	<ul style="list-style-type: none"> <li>• Develop and monitor budgets</li> <li>• Be responsible for the management of purchase orders</li> <li>• Report on budget spend monthly</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>• Develop reports for the partnerships and marketing teams outlining state specific outcomes with the view of identifying actual and future leads generated</li> <li>• Reports to National Marketing Manager outlining the progress about achieving annual targets</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Work as an effective team member; sharing responsibilities, working collaboratively, generating ideas, and demonstrating leadership within the team</li> <li>• Coach and develop team members to achieve positive outcomes in the marketing team and more broadly, SEDA Group</li> <li>• Establish positive relationships with team member and colleagues</li> <li>• Be aware of all organisational policies and practice guidelines</li> <li>• Represent SEDA in a professional manner</li> </ul>

### Key Relationships

Internal	External
Chief Executive Officer	Secondary Schools
National Development Manager	Careers Advisors/Careers Advisor Networks
Teaching Staff	Local Sporting Clubs/Leagues/Associations
National Marketing Manager	Department of Education
Admissions Manager	Sporting Industry Partners
National Partnerships Manager	University Partners
	SEDA Colleges

### Skills, Knowledge, and Experience

- Tertiary qualifications in Business (marketing or similar) or a relevant discipline and/or extensive practical experience within the education industry (ie. Teacher). 5 years' experience working in a similar role preferred yet not essential
- Background in education industry beneficial

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- Existing networks within the education or local sporting and community groups advantageous. Ideal candidate will have an intimate knowledge of the local market and landscape within which our program operates
- Proven ability to take initiative, work autonomously and productively as part of a team, and establish and maintain professional relationships with key stakeholders both internal and external to an organisation
- Strong understanding of sport, ability to be innovative and proven ability to work in a fast-paced environment
- Proven examples of collaborating, negotiating, and communicating with a range of audiences and stakeholders both internal and external to an organisation
- 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.
- Evidence of strategic thinking, strong conceptual, analytical, and problem-solving skills with the ability to translate analysis into actionable strategy.
- Proven examples of collaborating, negotiating, and communicating with a range of audiences and stakeholders both internal and external to an organisation

## Other Requirements

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- 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 NSW however regular interstate travel will be required throughout the year to manage key industry partnerships and promotional initiatives predominantly in Victoria.

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

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

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Signed ..... Date

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