

## Position Description

<b>POSITION TITLE:</b>	Marketing Business Partner - Commercial Products & Regions
<b>DEPARTMENT:</b>	Marketing, Media & Communications
<b>RESPONSIBLE TO:</b>	Senior Manager, Marketing, Media & Communications
<b>DIRECT REPORTS:</b>	Nil
<b>EMPLOYMENT TYPE:</b>	Permanent; Full-Time
<b>LOCATION:</b>	Panorama
<b>SCREENING REQUIRED:</b>	<input checked="" type="checkbox"/> National Police Check <input type="checkbox"/> DCSI – Working with Children <input type="checkbox"/> DCSI – Disability <input type="checkbox"/> Medical

Bedford changes the lives of people with disability by building capacity, independence and wellbeing. We do this by providing a broad suite of NDIS support services including employment opportunities and social participation activities. We offer exceptional tailored services to meet individual goals, in the workplace and in the community. We build healthy relationships, foster skills to last a lifetime, and pride ourselves on providing hands-on support to plan all areas of our customer's lives. Above all, we promote individual choice and control to empower people with disability to live fulfilled and happy lives.

### POSITION SUMMARY

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As the Marketing Business Partner, you will provide your assigned portfolios (Commercial Products & Regions) with specialist marketing advice in order to support their specific marketing requirements and objectives.

### KEY RESPONSIBILITIES

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- Champion the delivery of the NDIS Practice Standards, NDIS Code of Conduct, as well as the NDIS Quality and Safeguarding Framework.
- Support employees to achieve their NDIS goals and objectives.
- Partner with your assigned Business Units to build a strong partnership within the business; build and maintain strong relationships with all senior managers and their teams in your portfolio.
- Support your Business Units with the implementation of the Bedford brand strategy, ensuring consistent application of brand guidelines to maintain brand integrity.
- Assist the Senior Manager, Marketing, Media & Communications with the development of the strategic Marketing, Media & Communications plan.
- Work as a marketing partner to provide marketing support across your assigned portfolios to assist in the development of effective, integrated marketing campaigns.
- Develop quality marketing materials and communication plans across the portfolio.
- Develop campaign briefing documents in collaboration with other Stakeholders.
- Provide your portfolio with advice and relevant materials to staff representing Bedford at various events such as conferences, expos, schools, etc.

- Collaborate and coordinate with the wider Marketing, Media & Communications team to ensure your portfolio's marketing objectives are met on time and in budget and seek reports on campaign results.
- Collaborate with the wider Marketing, Media & Communications team to develop and publish content to maximize your assigned portfolio's online and social media presence.
- In conjunction with the Events & Fundraising Officer maintain a calendar of events and key dates relevant to your portfolios to assist with the planning of campaigns and promotions.
- In collaboration with the wider Marketing, Media & Communications team, identify proactive media and marketing opportunities to promote good news stories.
- Comply with all Bedford policies and procedures including the Code of Conduct and provide feedback where required.
- From time to time provide practical assistance to team members to assist in achieving production timelines.
- Travel between office locations/regions as and when required.
- Undertake other duties as required and per the direction of the Senior Manager, Media, Marketing, Media & Communications.

## **KEY CHALLENGES**

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- Working in an ever-changing environment.
- Build collaborative relationships with key stakeholders across Bedford, internally and externally.
- Think and act commercially; focusing on maximizing business opportunities.

## **SKILLS/ATTRIBUTES**

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### **Personal Attributes**

- A positive and empathic attitude towards people with a disability.
- Be an ethical, outcomes and results driven individual with a positive attitude.
- Demonstrate resilience, initiative and collaboration.
- The ability to exercise judgement to changing needs and situations.
- Outstanding interpersonal skills.
- Ability to build effective and collaborative relationships both internally and externally.
- Creative and innovative approach to problem solving, solutions focussed.
- Exceptional attention to detail.
- Excellent ability to work independently with minimal supervision and within a team.

### **Essential Skills and Qualities**

- Tertiary qualification in Marketing or related discipline, or equivalent experience.
- Well-developed business partnering & relationship management skills to effectively deliver quality marketing outcomes.
- Excellent written and verbal communication skills and sound presentation skills.
- Strong negotiation and influencing skills with the ability to identify mutually beneficial opportunities and outcomes.
- Excellent organisational and time management skills and the ability to prioritise.
- Ability to work in a dynamic, demanding, fast paced environment with changing priorities.
- Intermediate proficient in the Microsoft Office suite of products, in particular Word, Outlook and PowerPoint.

- A current driver's license.
- Knowledge of the NDIS (desirable) and a passion for the not-for-profit sector.

## **CORPORATE RESPONSIBILITIES**

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In accordance with current legislation specific to your job role and responsibilities, all staff are required to become familiar with and work in accordance with the *Work Health and Safety Act 2012 (SA)*, *Return to Work Act 2014* and the *National Disability Insurance Scheme Practice Standards* (the NDIS Practice Standards).

## **OTHER RELEVANT INFORMATION**

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Further Information about Bedford may be found at: <http://www.bedfordgroup.com.au>

I confirm that I have read and understood the Position Description for the position of **Marketing Business Partner – Commercial Products & Regions**.

**[NAME]**

Signed \_\_\_\_\_

Date \_\_\_\_\_