

# Position Description

<b>Title</b>	Business Partner (Community & External Relations)
<b>Business unit</b>	Community & External Relations
<b>Location</b>	Hybrid   130 Lonsdale Street, Melbourne
<b>Employment type</b>	Full-time   Maximum-term until 30 June 2026
<b>Reports to</b>	Manager Marketing & Business Partnership

## About Uniting

Uniting Vic.Tas is the community services organisation of the Uniting Church. We’ve been supporting people and families for over 100 years. We work alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

We empower children, young people and families to learn and thrive. We’re there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We’re proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we work in solidarity with Aboriginal and Torres Strait Islander people as Australia’s First Peoples and as the traditional owners and custodians of this land.

We celebrate diversity and value the lived experience of people of every ethnicity, faith, age, disability, culture, language, gender identity, sex and sexual orientation. We welcome lesbian, gay, bisexual, transgender, gender diverse and non-binary, intersex, and queer (LGBTIQ+) people at our services. We pledge to provide inclusive and non-discriminatory services.

**Our purpose:** To inspire people, enliven communities and confront injustice

**Our values:** We are imaginative, respectful, compassionate and bold

### 1. Position purpose

This position partners with a portfolio of service delivery teams to provide strategic marketing advice, campaign planning and implementation in support of operational objectives. This could include consumer awareness, acquisition and retention campaign, and brand-building activities.

Stakeholder relationship building is central to this role and includes strategic planning, coordination and integration into the wider Division that includes communications, design, advocacy and fundraising.

### 2. Scope

**Budget:** nil

**People:** nil

## Position Description

### Business Partner (Marketing)

### 3. Relationships

#### Internal

- Service Delivery Group and General Managers in the relevant portfolio
- Senior Leadership group
- Other members of the Uniting leadership team
- Business Partners in other support services

#### External

- Senior leadership in advocacy, brand, communications, fundraising and marketing in sister agencies in the Uniting brand
- Senior leadership of UnitingCare Australia
- Other Uniting Church agencies and organisations
- Local partners and stakeholders including but not limited to community services sector, health sector, media, fundraising, congregations.

---

### 4. Key responsibility areas

#### Service delivery

- Work with Consumer Services leaders to identify key priorities for advocacy, internal and external communications, fundraising and marketing and ensure these are reflected in the organisational planning of Community & External Relations
- Support Business Partner activities in other portfolio areas where needed.
- Work with colleagues across Community & External Relations to deliver quality effective solutions to identified priorities.
- Work with Brand & Creative and Digital teams to create tools to allow Consumer Services teams to deliver non-priority activities.
- Maintain and develop positive and professional working relationships with key stakeholders and partners within and outside the division.
- Work in partnership with other Business Partner roles in support services to ensure that all functions are working collaboratively to provide support to Consumer Services
- Ensure that the specific requirements of Consumer Services, particularly place-based, are reflected in division activities.

#### People and teams

- Undertake regular supervision and performance review with line manager, providing feedback to promote collaborative working relationships.
- Promote and maintain a positive, respectful and enthusiastic work environment.

#### Legal requirements & risk management

- Ensure all legal, funder and statutory requirements pertaining to the position are met including serious incidents, reportable conduct, and mandatory reporting (child safety)
- Foster a culture where risks are identified and appropriately managed.
- Report areas of serious risk to next level supervisor and work together to mitigate those risks.

#### Personal accountability

- Compliance with Uniting's values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees and external stakeholders in accordance with Uniting's values and professional standards of behaviour.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.

## Position Description Business Partner (Marketing)

- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Promptly respond to and report health and safety hazards, incidents and near misses to line management
- Attend mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position.
- Declare anything that you become aware of through the course of your engagement which may impede your suitability to work with children and/or young people.
- Declare any potential or actual conflict of interest that you become aware of through the course of your engagement:
  - Based on a relationship with a current member of Uniting's workforce
  - Based on my ongoing work with another organisation

### 5. Performance indicators

- These are optional for the time being but will be mandatory as a performance management and development framework (and process) evolves.
- Group in key areas (e.g. Achieves results, customer management, stakeholder management, people management, teamwork, professionalism – or against any capability framework (if inexistence) with headings in order of importance and insert the results expected and how they will be measured.

### 6. Person specification

#### Qualifications

- Tertiary qualifications in communications, marketing or a related discipline, or equivalent experience.

#### Experience

- At least 3 years' experience in communication, marketing or fundraising in a complex organisation.
- Experience managing multiple stakeholders and multiple priorities.
- The ability to influence and work collaboratively with a range of stakeholders including peers, employees, external organisations, funding bodies and government agencies.
- Proven ability to work independently with minimal supervision.

#### Core selection criteria

- **Values alignment:** ability to demonstrate and authentically promote Uniting's values.
- **Multitasking:** ability to manage a multitude of complex tasks and ability to meet deadlines.
- **Stakeholder management:** ability to understand, relate to and manage diverse and difficult stakeholder needs.
- **Influence and negotiation:** ability to give and gain cooperation at all levels.
- **Problem solving:** proven strong level of analysis and complex problem solving
- **Interpersonal skills:** ability to communicate complex information clearly and in an engaging manner across all levels within the organisation.
- **Teamwork:** willingness to be proactive and help others, contribution to the continuous improvement of a positive, collaborative and effective work environment
- **Communication:** Highly developed communication skills, both written and verbal, including an ability to prepare presentations and reports.

## Position Description

### Business Partner (Marketing)

---



#### 7. We are a child safe organisation

Uniting is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Uniting is subject to a satisfactory national (and international where relevant) police check and relevant Working With Children Check (and NDIS Worker Screening Check where relevant) to your State prior to commencement of any paid or unpaid work and/or participation in any service or undertaking.

**This position description is subject to review and may change in accordance with Uniting's operational, service and consumer requirements.**

---

#### 8. Acknowledgement

**I have read, understood, and accepted the above Position Description**

##### Employee

Name:

Signature:

Date: