

**Position Description**

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| <b>POSITION TITLE</b>    | <b>Sales, Marketing and Partnerships Lead</b>   |
| <b>EMPLOYMENT STATUS</b> | Permanent – Full Time or Part Time (min 32 hrs p/week)  |
| <b>WORK HOURS</b>        | General hours of operation are 7 days a week from 7am to 7pm  |
| <b>WORK SETTING(S)</b>   | <b>Head Office, Christie Centre</b>   |
| <b>WORK LOCATION(S)</b>  | Christie Centre, 115-117 Twelfth Street, Mildura, VIC.<br>At our sites and social enterprises, or out in the community.<br>You will be expected to travel to other site locations occasionally as needed.<br>Christie Centre sites include:<br>Head Office, Christie Centre<br>AroundAgain<br>ArtRageUs<br>Boyden Street<br>GrowAbility Nursery<br>Life Skills<br>My Choice                         |
| <b>REPORTS TO</b>        | Executive Officer   |
| <b>CLASSIFICATION</b>    | SACS Level 5, Paypoint 1 – SACS Level 5, Paypoint 2 (\$51 - \$52.10 per hour) – depending on skills and qualifications.<br>Plus allowances – phone and vehicle.<br>Classification and allowances in accordance with the Victorian Disability Services (NGO) Agreement 2023. All leave entitlements are in accordance with the National Employment Standards (NES) and as outlined in the agreement. |

**POSITION PURPOSE**

The Sales, Marketing & Partnerships Lead is responsible for increasing awareness, engagement, and revenue across the organisation’s social enterprises and broader services. This role leads integrated sales, marketing, promotions, and partnership development activities that support sustainability while positively promoting people with disability and their strengths and capabilities.

The position plays a critical role in establishing and maintaining partnerships and contracts, growing enterprise sales, and ensuring all promotional activity reflects the organisation’s values, purpose, and commitment to inclusion.

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**RESPONSIBILITIES & DUTIES**

This position has responsibility for the following tasks:

**Strategy & Impact**

- Develop and implement an integrated sales, marketing, promotions, and partnerships strategy aligned with the organisation’s vision and strategic plan
- Increase visibility and commercial performance of the organisation’s social enterprises
- Champion strengths-based, inclusive messaging that positively represents people with disability
- Monitor performance and provide regular reporting on sales growth, campaign outcomes, partnerships, and community impact

**Social Enterprise Sales & Promotions**

- Drive sales growth for the social enterprises across retail, Business-to-Business, and community markets
- Plan, deliver, and evaluate promotional campaigns (e.g. seasonal sales, plant releases, shop promotions, events)
- Develop pricing, promotional offers, and sales initiatives aligned with commercial and social objectives
- Work collaboratively with enterprise teams to ensure promotions align with capacity, quality, and customer experience
- Support identification of new revenue opportunities and enterprise growth initiatives

**Marketing & Brand Promotion (Whole Organisation)**

- Lead organisation-wide marketing and promotional activities that build awareness of services, programs, and impact
- Oversee brand positioning, messaging, and storytelling that reflects dignity, inclusion, and empowerment
- Coordinate digital marketing, social media, website content, email marketing, print materials, and advertising
- Ensure consistent, compliant, and respectful use of imagery, language, and branding
- Promote organisational achievements, events, and community contributions

**Partnerships & Contracts**

- Develop and maintain relationships with key partners, funders, corporate supporters, councils, and community organisations
- Identify and pursue partnership and contract opportunities aligned with enterprise growth and organisational sustainability
- Lead or support negotiations, proposals, and agreements for commercial and collaborative arrangements
- Maintain strong ongoing relationships to ensure value, reputation, and long-term benefit to the organisation and participants

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**Collaboration & Representation**

- Work closely with leadership, program teams, and enterprise staff to align messaging with service delivery
- Support teams to confidently promote their work and achievements
- Represent the organisation at community events, networks, expos, and stakeholder meetings
- Engage positively with customers, partners, and the broader community as a key ambassador for the organisation

**REQUIREMENTS, SKILLS & EXPERIENCE**

**Essential**

- NDIS Worker Screening Check (State-based)
- Current National Police Check (minimum 3 months valid)
- Current Driver’s Licence
- Demonstrated experience in sales, marketing, partnerships, or business development
- Experience delivering promotional campaigns that drive engagement and revenue
- Strong relationship-building and stakeholder management skills
- Excellent written and verbal communication skills
- Commitment to inclusive, strengths-based practice and values-driven work

**Desirable**

- Experience in not-for-profit, disability, social enterprise, or community-based organisations
- Experience developing partnerships, contracts, or funding-aligned commercial arrangements
- Digital marketing, CRM, or campaign performance tracking experience
- Understanding of ethical marketing and accessibility consideration

**ORGANISATIONAL RELATIONSHIPS**

- Reports directly to Executive Officer
- Work alongside Finance Manager to grow and develop business and revenue
- Works collaboratively with team members to provide quality service and support

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**ORGANISATION**

**Company Overview**

The Christie Centre Inc. is a highly respected disability service provider based in Mildura, Victoria. Established in 1954, Christie Centre Inc. is a local organisation providing group, individual support and employment services for individuals with disability through various services based on interests and needs with transition pathways for life long personal development.

**Company Values**

The Christie Centre Inc. is committed to constant service improvement requiring deliberate and sustained effort and a learning culture. The Christie Centre encourages a self-directed team approach, taking responsibility for required actions and following processes is important.

The Christie Centre’s mission is to support people to have meaningful lives in their community.

We aspire to grow through efficient delivery of person-centred services that meet the goals and needs of the individual. Our Four Pillars, along with our Vision, Mission & Values are the foundation that underpins and guides our strategic direction:

- **Be a valued and preferred provider**  
Cultivate inclusive, flexible and accessible services that are valued and chosen
- **Provide excellence in service and support**  
Promote independence, meaningful engagement and inclusion for people with disability, supported by a flexible and value-driven workforce
- **Build on sustainability**  
Ensure our organisation is sustainable and offers value for money and opportunities for growth and development
- **Advocate for community engagement**  
Engage and listen to people with disability and nurture meaningful lives without boundaries.

**Occupational Health and Environmental Safety**

At Christie Centre, everyone plays an important role in creating and maintaining a safe, healthy, and supportive workplace.

All Christie Centre employees are expected to:

- Take reasonable care of their own health and safety, and the health and safety of others in the workplace.
- Follow Christie Centre infection prevention and control policies and procedures.
- Use equipment and personal protective equipment provided to support health and safety at work.
- Cooperate with and follow reasonable health and safety instructions from Christie Centre.

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- Support Christie Centre in meeting our duty of care, including taking part in hazard identification and workplace inspections when required.
- Comply with all Christie Centre occupational health and safety policies, procedures, and guidelines.
- Ensure that health and safety equipment or processes are used appropriately and not interfered with or misused.

Under Section 21 of the Occupational Health and Safety Act 2004 (Vic), Christie Centre has a responsibility to provide and maintain a working environment that is safe and free from risks to health, so far as is reasonably practicable. This includes taking steps to ensure employees are not placed at risk of injury while carrying out the duties of their role.

To support this commitment, Christie Centre requires that all candidates and employees have the mental and physical capacity to safely perform the inherent requirements of the position they are applying for, or have been accepted into.

If a potential risk is identified and there is a need to better understand an individual’s ability to safely perform their role, Christie Centre may, with the consent of the candidate or employee, arrange an independent medical assessment. This process helps to ensure that all staff can work safely and reduces the risk of injury or aggravation of any existing condition.

**Christie Centre Inc. is a smoke free workplace**

**SCOPE**

This job description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.