

POSITION DESCRIPTION

Position Details	
Position title	Marketing Business Partner
Reports to	Manager Brand Communication & Fundraising
Classification	Social, Community, Home Care and Disability Services Industry Award Level 6

About Youturn

Youturn is a not-for-profit organisation established more than 30 years ago to address youth homelessness on the Sunshine Coast. Today it has evolved into a national organisation with a multidisciplinary team of professionals. Trusted to create safe, inclusive, and supportive communities, Youturn offers assistance to vulnerable people of all ages, during their most challenging times.

At Youturn, our overarching goal is to make a lasting impact in the lives of those we serve. Through our dedicated efforts and partnerships, we aspire to build a society where everyone has the opportunity to lead a fulfilling and dignified life.

Values Statement

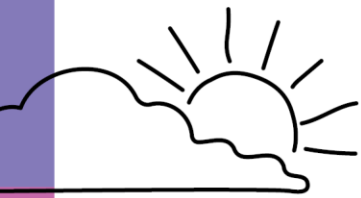
At Youturn, we honour every story, remain curious and adaptable, act with honesty, and stay committed to building stronger communities for today and the future. Our values shape our culture, inform our decisions, and keep people at the centre of everything we do.

- Integrity: We act honestly, ethically and with accountability in all that we do.
- Inclusion: We create welcoming, culturally responsive environments where diversity and lived experience are valued.
- Respect: We uphold dignity, autonomy and safety, recognising the impact of trauma in all interactions.
- Learning: We commit to reflection and evidence-informed practice to continually strengthen our impact.
- Stewardship: We use resources responsibly to support sustainable outcomes and community wellbeing.

Position Summary

The Marketing Business Partner partners with leaders and service areas to develop and deliver marketing strategies that strengthen service growth, community engagement, brand awareness and organisational impact. Working closely with operational leaders, growth functions and communications

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colleagues, the role provides strategic marketing advice and practical support to ensure marketing activity is aligned with organisational priorities, audience needs and service objectives.

The role is responsible for translating organisational and service priorities into targeted marketing initiatives, campaigns and engagement strategies that enhance visibility, support growth and strengthen stakeholder connection. The position provides expert marketing advice, coordinates campaign delivery and uses audience insights, market intelligence and performance data to inform decision-making and maximise impact.

Operating as a strategic partner and marketing specialist, the Marketing Business Partner contributes to organisational growth and sustainability by connecting marketing activity to business outcomes, community need and organisational strategy, while ensuring consistency with Youturn's values, brand and purpose.

Key Responsibilities

Brand and Stewardship

- Support the development, implementation and continuous evolution of Youturn's brand strategy, positioning and brand architecture to ensure alignment with organisational purpose, values and strategic priorities.
- Maintain brand integrity and consistency across all public-facing materials, campaigns, channels and stakeholder touchpoints.
- Develop practical brand standards, tools and guidance that support consistent and high-quality brand application across the organisation.

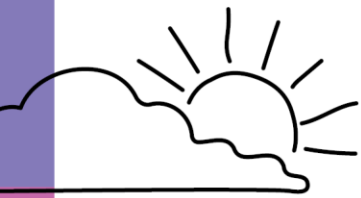
Strategic Marketing Partnership

- Partner with leaders and service areas to understand strategic priorities, service objectives and growth opportunities and translate these into effective marketing strategies and initiatives.
- Provide specialist marketing advice and support to leaders to strengthen audience engagement, service visibility and organisational outcomes.
- Contribute marketing expertise to business planning, service development and organisational growth initiatives.

Campaign Development and Delivery

- Lead the planning, coordination and delivery of integrated marketing campaigns aligned to organisational priorities and target audiences.
- Develop campaign briefs, marketing plans and engagement approaches that support awareness, participation, growth and community impact.
- Coordinate campaign implementation across digital, print, events and stakeholder engagement channels.

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Audience Insight and Market Intelligence

- Analyse audience insights, market trends, community needs and campaign performance to inform marketing strategies and recommendations.
- Support service areas to identify opportunities to improve engagement, reach and effectiveness through evidence-informed marketing approaches.
- Monitor competitor, sector and market activity to identify emerging opportunities and risks.

Brand and Organisational Alignment

- Ensure marketing activity aligns with organisational brand standards, values and strategic positioning.
- Support consistency of messaging and audience experience across campaigns, channels and service areas.
- Contribute to strengthening organisational reputation and brand visibility through coordinated marketing activity.

Stakeholder Engagement and Collaboration

- Build strong relationships with leaders, service teams and stakeholders to support effective planning and delivery of marketing initiatives.
- Collaborate with communications, fundraising, growth and service delivery teams to ensure integrated approaches to engagement and promotion.
- Manage relationships with suppliers, agencies and external partners as required.

Performance Monitoring and Continuous Improvement

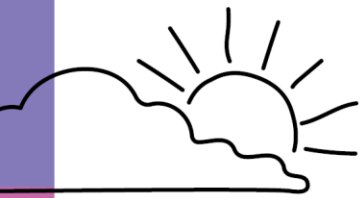
- Monitor campaign effectiveness and marketing outcomes against agreed objectives and key performance indicators.
- Provide reporting, insights and recommendations that support continuous improvement and informed decision-making.
- Contribute to the ongoing development of marketing systems, processes and capability across the organisation.

Key Capabilities

Technical/Knowledge

- Demonstrated capability in developing and implementing marketing strategies that support organisational priorities, audience engagement and business outcomes.
- Strong expertise in planning, delivering and evaluating integrated marketing campaigns across multiple channels and audience groups.
- Ability to interpret market trends, audience data and performance insights to inform strategic decisions and optimise marketing effectiveness.
- Strong understanding of brand management principles and the ability to ensure marketing activity aligns with organisational identity, values and strategic positioning.

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Interpersonal / Relationship Capabilities

- Ability to build trusted relationships with leaders and stakeholders and provide credible marketing advice that supports organisational objectives.
- Highly developed communication skills with the ability to influence decision-making, present recommendations and translate complex concepts into practical marketing solutions.
- Ability to work collaboratively across functions and build productive relationships with internal and external stakeholders.

Leadership Capabilities

- Ability to connect marketing activity to organisational priorities, growth opportunities, service outcomes and community impact.
- Strong organisational capability with the ability to manage multiple projects, competing priorities and deadlines while maintaining quality outcomes.
- Demonstrated initiative to identify opportunities, improve marketing effectiveness and apply contemporary marketing approaches and practices.
- Ability to drive outcomes through expertise, credibility and collaboration rather than formal people management authority.
- Demonstrated sound judgement, accountability and commitment to delivering high-quality marketing outcomes aligned with organisational values and objectives.

Qualifications & Experience

- Relevant tertiary qualifications in Marketing, Communications, Business, Digital Media or a related discipline.
- Demonstrated experience in strategic marketing, business partnering, audience engagement or related roles.
- Experience developing and implementing integrated marketing strategies and campaigns.
- Experience analysing marketing performance data and using insights to inform decision-making.
- Experience in community services, health, not-for-profit or purpose-led environments highly regarded.

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