

Position Description

This position	Marketing Lead - Seniors
Your directorate	Customer, Risk and Governance
Your stream	Seniors Marketing
You'll report to	Chief Customer Officer
Reviewed	15 July 2026

Uniting's purpose & values

When you're part of Uniting NSW.ACT, you're part of a diverse, purpose-led team of people who are really making a difference to the world around them.

We contribute to the work and mission of the Uniting Church in NSW and the ACT through social justice advocacy, community services and spiritual care. We provide care and support for people through all ages and stages of life, with a focus on people experiencing disadvantage and vulnerability. Our purpose is to inspire people, enliven communities and confront injustice.

Uniting leaders and employees work together to create a culture that is safe, inclusive, and person-centred. We bring this to life every day through our values: compassionate, respectful, imaginative, and bold.

Uniting acknowledges the continuing sovereignty and rich cultural diversity of Australia's First Peoples. We pay our respects to all Elders – past, present, and emerging – and to all First Peoples on whose lands we live and work.

Uniting is a Child Safe Organisation committed to promoting the safety, wellbeing and inclusion of children and young people.

About this role

This position is responsible for leading the marketing strategy, growth planning and customer engagement approach across Uniting's Seniors services, including Residential Aged Care and Home Care.

This role leads a team of marketing professionals and works closely with operational leaders to drive occupancy, customer acquisition, customer retention, brand preference and revenue growth.

Through customer insight, market intelligence, digital marketing, campaign optimisation and strong stakeholder engagement, this role ensures Uniting remains a leader in the seniors sector while delivering measurable commercial and customer outcomes.

Your key accountabilities

You will be an integral member of the the Customer Team through the following:

- Provide consistent and visible leadership in WH&S behaviours and actions within the team and department and ensure there is a safe working environment, and that staff are properly trained to be able to work in a safe manner.
- Work closely with the Chief Customer Officer to translate business and strategic objectives into targets, tactical plans, and action steps which team members can effectively implement.
- Take responsibility for ensuring that team members have the necessary resources and capability to deliver high quality work. Regularly assess team member performance, set objectives, and establish active development plans.
- Understand industry trends and commercial implications and demonstrate knowledge of the impact department advice has on the other Directorates in Uniting.
- Contribute to the development and evaluation of changes and improvements to the services provided by the department/team and ensure that changes support the viability of Uniting.
- Confidently establish and maintain a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender, and age.

As the Marketing Lead - Seniors within the Customer Team, your role will:

Growth

- Partner with Seniors leadership teams to develop and deliver growth strategies that achieve occupancy, enquiry, conversion, retention and revenue targets.
- Lead annual marketing planning and quarterly performance reviews to ensure alignment with organisational priorities and growth objectives.
- Monitor marketing performance, market share and return on investment, identifying opportunities to improve effectiveness and business outcomes.
- Continuously analyse market dynamics, customer trends and competitor activity to inform strategic decision making and strengthen Uniting's market position.

Customer

- Develop and implement customer-focused marketing strategies, including customer segmentation, Customer Value Propositions and customer journey planning.
- Leverage Voice of Customer insights, market research and customer data to inform strategy, improve customer experience and drive engagement.
- Ensure customer needs, preferences and behaviours are reflected across marketing activity, messaging and channel execution.
- Work collaboratively with operational leaders to identify customer opportunities, pain points and service improvements.

Brand & Thought Leadership

- Position Uniting as a recognised leader in ageing, care and wellbeing through strategic content, communications and thought leadership initiatives.
- Lead the development of compelling messaging and value propositions that strengthen brand preference and support business growth.
- Act as a brand ambassador, ensuring consistency of brand standards, tone of voice and customer experience across all marketing activity.
- Build and maintain strong internal and external stakeholder relationships that enhance Uniting's reputation and market presence.

Digital & AI

- Drive digital marketing excellence across paid, owned and earned channels to maximise awareness, engagement and conversion.
- Lead the implementation and optimisation of marketing technology, automation and AI-enabled tools to improve effectiveness, efficiency and personalisation.
- Support the growth of Uniting's visibility, reputation and discoverability across search, digital and AI-assisted channels.
- Establish performance measurement and reporting frameworks that enable evidence-based decision making and continuous improvement.

People & Leadership

- Lead, coach and develop a team of Marketing Managers and marketing professionals, fostering a culture of accountability, collaboration, innovation and continuous improvement.
- Act as a strategic business partner to operational and executive leaders, influencing decision making through customer, market and performance insights.
- Ensure effective delivery of marketing programs through the management of internal specialist resources, external agencies and production partners.
- Manage marketing budgets, resources and priorities to ensure delivery of agreed outcomes and organisational objectives.
- Build marketing capability across the Seniors portfolio, supporting the adoption of new ways of working, technologies and best practice approaches.
- Work with government and industry bodies to ensure services comply with all legislative requirements and are delivered to the standards required.
- Monitor trends and changes across the Aged Care industry and ensure that appropriate service development initiatives are developed and implemented accordingly.
- Lead/drive specific projects within the Seniors Services stream as required.

Your key capabilities

Individual leadership

- Improving performance - Works with others and offers suggestions to find ways of doing the job more effectively.
- Owning the job - Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
- Perseverance - Remains committed to completing the job in the face of obstacles and barriers.
- Timeliness of work - Sets achievable time frames and works to complete projects, tasks, and duties on time.

Business Acumen

- Organisational Operation - Displays awareness of Uniting's business objectives and understands how personal objectives relate to those objectives.
- Organisational Objectives - Has broad awareness of Uniting's vision and values and how they apply to issues in the team.
- Develops and Grows the Business – Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals.

- Makes Sound Decisions – Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

Your qualifications, experience & skills

Qualifications required of you are:

- Bachelor's degree in Marketing, Communications, Business or a related discipline. Equivalent experience may be considered.

It is essential your experience & skills will cover:

- 8+ years' experience in strategic marketing, growth marketing or customer acquisition leadership roles.
- Proven experience leading multidisciplinary marketing teams.
- Demonstrated success delivering measurable commercial outcomes, including lead generation, occupancy growth, acquisition and retention.
- Strong experience using customer insights, analytics and market intelligence to shape strategy.
- Experience managing significant marketing budgets and agency partnerships.
- Experience leveraging digital marketing, marketing technology, automation and AI-enabled tools to improve engagement, efficiency and business outcomes.
- Experience in seniors services, healthcare, retirement living, aged care, community services or other complex consumer service environments desirable.

Even better:

- Post graduate qualification in a relevant field
- Experience in community services, particularly commercially focused service organisations
- A demonstrated passion for social change and contributing to an organisation of influence for the disadvantaged

Employee Name:		Managers Name:	
Date:		Date:	
Signature:		Signature:	