

Manager – Growth, Marketing & Strategic Partnerships

Department/Unit:	Operations	Location:	Ballarat
Reports to:	Manager - Operations	Supervises:	N/A
Employment Status:	Full-Time	Approved by:	CEO
Date:	28.07.26		
Coordinator Award/Classification	Salary + Commission		

Organisation

BGT Jobs & Training (Ballarat) holds ISO 9001 certification, demonstrating its commitment to quality, safety and continuous improvement. The organisation delivers vocational education and training, apprenticeship and traineeship employment services, community services, workforce development initiatives and commercial partnerships that strengthen individuals, businesses and communities across regional Victoria.

Operating within a highly regulated environment, BGT is committed to complying with all applicable legislation, funding agreements, regulatory standards and governance obligations. This includes responsibilities associated with Registered Training Organisations (RTOs), Group Training Organisations (GTOs), Child Safe Standards, Work Health and Safety legislation, privacy obligations and quality management systems.

Guided by the values of inclusion, integrity, accountability and innovation, BGT is committed to creating opportunities that improve workforce capability, support economic development and strengthen community outcomes through sustainable and ethical business practices.

Strategic Context

BGT Jobs & Training (Ballarat) is committed to achieving sustainable organisational growth through the expansion of high-quality education, employment, community and commercial services. As a diversified organisation operating across multiple business units, BGT recognises that long-term sustainability relies on strong industry partnerships, a trusted brand, innovative service delivery and the ability to respond to changing workforce, community and economic needs.

The organisation's strategic direction focuses on strengthening financial sustainability through diversified income streams, increasing employer and stakeholder engagement, expanding commercial opportunities, enhancing organisational visibility and reputation, and identifying new markets that align with BGT's purpose and capability. The **Manager – Growth, Marketing & Strategic Partnerships** plays a critical leadership role in achieving these objectives by driving enterprise-wide growth initiatives, strengthening strategic relationships, leading integrated marketing and communication activities, identifying new business opportunities and supporting the development of sustainable partnerships across all business areas.

Working collaboratively with the Operations Manager and leadership team, the position ensures that growth initiatives are commercially sound, operationally achievable and aligned with BGT's governance framework, strategic priorities and commitment to quality service delivery.

Role Purpose

BGT Jobs & Training (Ballarat) operates a diverse portfolio of services across vocational education and training, apprenticeship and traineeship employment, workforce development, community services, commercial training and property management.

The **Manager – Growth, Marketing & Strategic Partnerships** is responsible for leading BGT's enterprise-wide growth strategy by identifying, developing and securing sustainable business opportunities that strengthen the organisation's financial sustainability, market presence and community impact.

The role provides strategic leadership across business development, marketing, communications, stakeholder engagement and partnership development to support growth across all business units, including the Registered Training Organisation (RTO), Group Training Organisation (GTO), Industry Skills Centre (ISC), Community Services, Barkly Square and commercial activities.

Working collaboratively with the Operations Manager and organisational leaders, the position is responsible for identifying emerging opportunities, building strategic partnerships, strengthening BGT's brand and market profile, and ensuring growth initiatives are commercially viable, operationally achievable and aligned with organisational strategy, governance requirements and available delivery capacity.

The role contributes to the long-term sustainability of the organisation by expanding revenue opportunities, strengthening employer and industry engagement, supporting innovation and promoting BGT as a trusted leader in workforce development, education and community services.

Key Accountabilities

Enterprise Growth & Revenue Development

- Develop and implement strategies that support sustainable organisational growth across all BGT business units.
- Identify, develop and convert new business opportunities that contribute to agreed organisational revenue targets.
- Build and maintain a diversified pipeline of commercial, government-funded and partnership opportunities.
- Identify new markets, products and services that align with BGT's strategic objectives.
- Prepare business cases and commercial proposals for new initiatives.
- Collaborate with operational managers to ensure opportunities are achievable, sustainable and appropriately resourced.
- Contribute to the diversification of organisational income streams while maintaining alignment with BGT's strategic direction.

Strategic Partnerships

- Develop and maintain productive relationships with employers, industry, government agencies, local government, schools, community organisations and strategic partners.
- Identify opportunities to establish collaborative partnerships that enhance organisational capability, service delivery and financial sustainability.
- Represent BGT at approved networking events, industry forums, conferences and stakeholder meetings. Promote BGT's services, capability and organisational values through professional engagement and relationship management.
- Strengthen existing partnerships through regular communication, proactive engagement and the identification of mutual opportunities.
- Maintain an understanding of regional workforce priorities and emerging partnership opportunities.

Marketing & Brand Leadership

- Develop, implement and monitor enterprise-wide marketing strategies aligned with BGT's Strategic Plan.
- Lead the promotion of BGT's services across vocational education, apprenticeships, traineeships, community services, Barkly Square and commercial activities.
- Protect and strengthen BGT's brand identity by ensuring consistency across all communication, promotional and marketing activities.
- Coordinate marketing campaigns that support organisational growth, customer engagement and revenue generation.
- Monitor campaign effectiveness and recommend continuous improvements based on data and market intelligence.
- Coordinate external marketing, creative or digital service providers where required.

Communications & Stakeholder Engagement

- Develop and coordinate internal and external communications that promote organisational achievements, services and strategic priorities.
- Ensure communications are accurate, professional, timely and aligned with organisational messaging.
- Prepare promotional material, presentations, newsletters, media content and digital communications where appropriate.
- Support organisational events, launches, industry engagement activities and community initiatives.
- Foster strong relationships across all business units to ensure consistent messaging and collaborative promotion of organisational services.
- Support authorised media engagement and public communications in accordance with organisational delegations.

Business Opportunity Development

- Identify emerging business opportunities that support sustainable organisational growth.
- Prepare business cases, funding proposals and commercial submissions for consideration by the Executive Leadership Team.
- Assess opportunities for strategic alignment, commercial viability, operational capability and organisational risk.
- Collaborate with operational managers to ensure new initiatives can be effectively delivered within existing or planned resources.
- Support the development of new products, services and commercial offerings that respond to industry and community needs.
- Monitor funding announcements, grant opportunities and procurement activities that align with BGT's strategic priorities.

Market Intelligence & Innovation

- Monitor industry trends, workforce developments, government policy and competitor activity to identify emerging opportunities.
- Gather and analyse market intelligence to inform strategic planning and organisational decision-making.
- Identify innovative approaches to service delivery, customer engagement and organisational growth.
- Provide regular advice to the Operations Manager regarding changing market conditions and their potential impact on organisational performance.
- Contribute to strategic planning activities through the provision of market analysis and growth recommendations.

Reporting & Performance

- Maintain accurate records of all business development, partnership, marketing and stakeholder engagement activities within approved organisational systems.
- Prepare and submit a comprehensive monthly Growth and Business Development Report to the Operations Manager, including pipeline activity, opportunities secured, marketing performance, stakeholder engagement and revenue forecasts.
- Monitor the progress of business opportunities from initial enquiry through to contract execution and operational handover.
- Provide accurate forecasting of future opportunities and potential revenue.
- Contribute to organisational reporting, planning and continuous improvement activities

Governance, Compliance & Risk Management

- Ensure all growth, marketing, communication and partnership activities are undertaken in accordance with organisational policies, delegations, governance requirements and applicable legislation.
- Ensure proposed opportunities align with BGT's strategic objectives, operational capability and risk appetite.
- Work collaboratively with Finance, People & Capability and operational managers to ensure appropriate governance processes are followed before commitments are made.
- Escalate commercial, financial, operational or reputational risks to the Operations Manager where appropriate.
- Maintain confidentiality of organisational information and protect stakeholder data in accordance with privacy legislation and organisational policy.
- Contribute to audit activities, continuous improvement initiatives and the ongoing development of organisational systems and processes.

Delegated Authority

The Manager – Growth, Marketing & Strategic Partnerships operates within BGT's approved governance framework, Delegations of Authority Policy and organisational policies and procedures.

The position:

- Has authority to identify, pursue and develop new business opportunities within approved strategic parameters.
- Negotiates commercial opportunities and partnership arrangements within approved organisational delegations.
- Represents BGT at approved industry, government and community forums.

- Develops marketing campaigns, promotional activities and communication initiatives in accordance with approved organisational priorities.
- Recommends new products, services, partnerships and commercial initiatives for Executive consideration.
- Collaborates with operational managers to ensure proposed opportunities are commercially viable and operationally achievable.

The position does not:

- Commit BGT to contractual arrangements outside approved delegated authority.
- Approve organisational expenditure outside approved financial delegations.
- Commit organisational resources without operational approval.
- Interpret or vary regulatory, funding or legislative requirements.
- Override operational, financial, governance or compliance decisions.
- Make public statements on behalf of BGT unless authorised.

Key Working Relationships

Internal

- CEO
- Leadership Team
- People & Operations
- Community Services Team
- Property & Operations
- Trainers and Coordinators

External

- Employers
- Industry stakeholders
- Schools and education providers
- Government departments and agencies
- Community organisations
- Marketing and creative suppliers
- Industry and networking groups
- Media and promotional providers

Key Selection Criteria

	Essential	Desirable
• Demonstrated experience in business development, commercial growth or strategic partnership roles	√	
• Proven ability to identify, secure and grow sustainable business opportunities	√	
• Demonstrated experience developing and implementing marketing and communication strategies.	√	
• Strong stakeholder engagement and relationship management skills across industry, government and community sectors.	√	
• Demonstrated commercial acumen and ability to prepare business cases and commercial proposals.	√	
• Excellent negotiation, influencing and presentation skills	√	
• Demonstrated ability to analyse market trends and identify growth opportunities.	√	
• Excellent written and verbal communication skills.	√	
• Demonstrated ability to work collaboratively across multiple business units.	√	
• High level organisational, planning and project management skills.	√	
• Experience within vocational education and training, employment services or community services.		√
• Experience working within government funded environments		√
• Understanding of RTO, GTO or community sector operating environments.		√
• Experience preparing tenders, funding submissions or grant applications.		√
• Experience leading organisational branding initiatives.		√

Experience using CRM systems and marketing analytics.		√
Qualifications/Registrations	Essential	Desirable
Qualifications in Business Marketing, Communications, Business, Public Relations, Media, or related field		√
Recent Satisfactory Police Check	√	
Current Working with Children's Check	√	
Current Victorian Driver's Licence	√	
Key Performance Indicators		
Performance will be measured through, but not limited to, the following indicators: Growth & Revenue - Enterprise growth targets achieved. - Value of qualified business opportunities generated. - Sustainable growth across diversified income streams. - New commercial opportunities secured. Strategic Partnerships - Strategic partnerships established and maintained. - Employer and stakeholder engagement strengthened. - Increased collaboration across government, industry and community sectors. Marketing & Communications - Marketing initiatives successfully implemented. - Growth in organisational visibility and brand awareness. - Campaign effectiveness and lead generation. - Consistent organisational branding across all communication channels. Reporting & Business Intelligence - Monthly Growth and Business Development Report submitted within required timeframes. - Pipeline reporting maintained accurately. - Revenue forecasting completed. - Market intelligence provided to support organisational planning. Governance & Organisational Contribution - Compliance with organisational policies and governance requirements. - Contribution to strategic planning and continuous improvement initiatives. - Positive collaboration across all business units. - Demonstrated commitment to BGT's values and organisational culture.		
Organisational Responsibilities		
Governance & Leadership - Uphold BGT's vision, mission, values and strategic objectives. - Operate ethically, professionally and in accordance with organisational policies and governance requirements. - Promote a culture of accountability, collaboration and continuous improvement. Workforce & Culture - Support a positive, respectful and inclusive workplace culture. - Foster collaborative relationships across all business units. - Demonstrate behaviours consistent with BGT's values and expected standards of conduct. - Promote child safe practices and the wellbeing of all learners, apprentices, trainees, staff and community members. Work Health & Safety - Comply with all Work Health and Safety legislation, policies and procedures. - Identify and report hazards, incidents and risks. - Contribute to maintaining safe systems of work. - Promote physical and psychological safety within the workplace. Quality, Compliance & Continuous Improvement		

- Support BGT's ISO 9001 Quality Management System.
- Maintain accurate records and documentation.
- Participate in audit, review and continuous improvement activities.
- Ensure all activities comply with applicable legislation, funding requirements and organisational standards.

Information Management

- Maintain confidentiality of organisational, commercial and personal information.
- Protect organisational data in accordance with privacy legislation and organisational policy.
- Use organisational systems responsibly and maintain accurate records.

Employment Requirements

Employment with BGT is conditional upon -

- Holding and maintaining a current Working with Children's Check.
- Holding and maintaining a satisfactory National Police Check.
- Holding and maintaining a current Victorian Driver Licence.
- Maintaining the ability to undertake reasonable travel associated with the position.
- Remaining eligible to work in Australia.

Note - You cannot commence work with BGT until a current Working with Children Check and a satisfactory Police Check have been provided and verified.