

Position details

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| Title of Position: | Community Sponsorship and Marketing Lead |
| Reports to (position title): | Manager of Corporate Affairs |
| Division: | Corporate Development |
| Business Unit: | Corporate Affairs |
| Number of Direct Reports: | Nil |
| Grade: | 7 |

Health, Safety & Wellbeing

ElectraNet is committed to a Safety-First culture and a work environment promoting the health, safety and wellbeing of all workers. To sustain this culture, all leaders are required to implement and maintain the areas of ElectraNet's safety management system under their control, where the health, safety and wellbeing of all workers comes first while ensuring full compliance with all legislative and policy requirements.

All employees are required to contribute to the Safety First culture by exercising their duty of care to themselves and one another, by working safely, by adhering to all reasonable safety instructions, by using all equipment provided in accordance with safe work methods and by promptly reporting any unsafe working practices or hazardous working conditions.

Position Overview

Australia's energy system is experiencing a historic transformation, shifting electricity generation from fossil fuels to low-emission renewable energy. In South Australia, ElectraNet plays a critical role in this transition, ensuring the reliability and security of the State's energy network remains resilient.

The Community Sponsorship and Marketing Lead is responsible for leading ElectraNet's community sponsorship and community investment activity. This will include community partner identification and selection, community grants management, marketing and promotion, and governance and community impact reporting.

As part of the Strategic Engagement and Corporate Affairs team, this role will partner with project teams and operational leaders to align community investment priorities with business strategy, strengthen community licence, and ensure community partners and initiatives are communicated in a clear and engaging way.

Success in this role is characterised by a community centric, innovative, and outcome-focused approach utilising highly developed stakeholder engagement and partnership skills, grants administration and governance capability, impact measurement and reporting experience, strong budget management and financial accountability, and strong marketing and content skills to build awareness of ElectraNet's programs and bring our brand to life.

Key Responsibilities**Operational and Technical****Community engagement and investment**

- Lead the delivery of ElectraNet's community sponsorship and investment approach, including frameworks, governance, promotion and annual planning
- Identify, assess and recommend community partners and sponsorship opportunities (including due diligence, alignment to strategy, values and community impact)
- Manage end-to-end community grants and sponsorships, including application processes, agreements, payments, acquittals, recordkeeping and compliance
- Own and manage the community sponsorship and community investment budget, including annual budgeting, forecasting, approvals, and tracking spend and benefits

Community marketing and engagement

- Lead marketing and storytelling to build awareness of ElectraNet's community programs and outcomes, including the development of annual marketing and campaign plans, content calendars and driving the creation of partner and program assets (including case studies, video, EDM, web and social content)
- Coordination of sponsorship communications and activations, including media and stakeholder communications, support and measurement and reporting on marketing effectiveness (reach, engagement, traffic, lead indicators) to continuously improve awareness and participation
- Proactively manage issues that arise from community partnerships, sponsorships and grants that could cause reputational damage or impact project delivery
- Develop internal communications and engagement activities to build employee awareness and participation in community programs (as applicable).

Governance and impact reporting

- Develop and maintain impact measurement approaches, partner reporting requirements and dashboards, and lead annual community impact reporting
- Ensure relevant community sponsorship and community investment policies, guidelines and practices are developed, maintained and applied
- Support the engagement of third-party agencies and community partners, ensuring outputs align with ElectraNet's brand, values and community investment approach
- Perform other duties, commensurate with skills and classification level, as requested.

Behavioural

- Build and maintain strong working relationships with and between internal and external stakeholders, including customers, fostering collaboration and delivering a high level of customer service.
- Create and develop a respectful workplace environment that values cultural diversity, innovation, open discussion and cross functional collaboration to help drive high performance.
- Lead by example; role model desired behaviour and priorities, demonstrate personal accountability for self-development and for achieving quality and timely results.
- Carry out the role in a professional and ethical manner and in accordance with ElectraNet's Vision, values, Code of Conduct and other policies.

Significant Working Relationships

- Chief Executive and Executive
- ElectraNet leaders and employees
- People and Safety
- ElectraNet customers and stakeholders

Selection Criteria**Knowledge & Experience****Essential**

- Experience leading community sponsorship and / or community investment programs (or comparable partnerships / grants programs) in a medium to large organisation
- A record of successfully delivering community sponsorship / investment plans and activities, including marketing and communications that build awareness, participation and stakeholder support
- Highly developed written and verbal communication skills and a proven ability to craft compelling narratives and create engaging content for a wide range of stakeholders and channels
- Experience developing community impact measures and reporting (qualitative and quantitative), including collecting partner data and translating outcomes into clear narratives for internal and external audiences
- Understanding of governance, compliance and reputational risk considerations relating to community partnerships, sponsorships and grant-making
- Demonstrated budget management experience, including annual planning, forecasting, approvals and tracking spend against outcomes / benefits
- Ability to think and respond quickly to situations, employing unique and creative solutions to address issues.
- Experience in meeting competing deadlines, manage multiple projects and tasks simultaneously and manage high volumes of work.
- Experience managing corporate social media channels.
- A high level of initiative, flexibility, creativity and the ability to work unsupervised and as part of a team.
- Sound ability to use the Microsoft Office suite of products.
- Flexible approach to working hours and after-hours commitments.
- Understanding of graphic design functions and branding.

Desirable

- Minimum 10+ years' experience in community investment, sponsorship, partnerships, marketing or related roles.
- Electricity Industry background an advantage.
- Experience using grants management platforms (e.g. SmartyGrants), SharePoint, EDM platforms, such as Campaign Monitor and / or Mailchimp and WordPress.

Qualifications

- Tertiary qualification in Community Investment related field, Marketing, Public Relations, or related field, or equivalent experience.

NOTE: Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.