

Performance Marketing Lead - Referrers

Success Profile

Your division	Marketing
Your team	Growth and Performance Team
You report to	Growth and Performance Marketing Manager

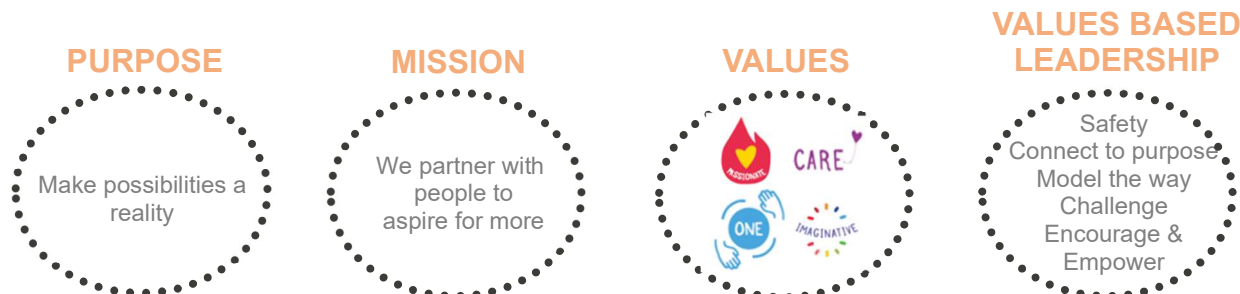
PURPOSE OF YOUR ROLE

The purpose of this role is to lead Endeavour Foundation's national Referrer Marketing and Engagement Strategy, strengthening relationships with schools, support coordinators, and allied health professionals who connect people with disability to inclusive opportunities in employment, independent living, and community participation.

As a senior marketing leader, you will design and deliver engagement strategies that increase visibility, build trust, and generate quality referrals through multi-channel campaigns, sector partnerships, and professional advocacy.

Your success will be measured by growth in qualified referrals, strength of professional networks, campaign performance, and the visibility of Endeavour Foundation as a trusted partner in inclusive pathways.

ORGANISATIONAL PROFILE



KEY SUCCESS AREAS

SAFETY	- Embed a culture of safety, inclusion, and compliance across all marketing and engagement activities. - Ensure ethical communication and privacy compliance when managing referral and stakeholder data. - Actively participate in mandatory WH&S and organisational safety training.
CUSTOMER CONNECTION	- Lead the national Referrer Marketing and Engagement Strategy to build awareness and trust across schools, support coordinators, and allied professionals. - Design campaigns and partnership initiatives that drive quality referrals aligned to growth targets. - Strengthen Endeavour Foundation's reputation as a trusted partner delivering inclusive pathways and community impact.

	• Collaborate with Brand and Digital teams to ensure consistent messaging and audience experience. • Represent Endeavour Foundation at conferences, sector events, and professional networks to position the organisation as a thought leader in inclusive employment and support pathways.
OUR PEOPLE	• Work collaboratively with portfolio leads and business partners to align marketing and engagement priorities with organisational growth objectives. • Provide strategic marketing insights and recommendations to senior leaders. • Support knowledge-sharing and capability-building within the marketing team around professional engagement, stakeholder marketing, and partnership activation. • Foster a culture of collaboration, innovation, and continuous improvement.
OPERATIONAL EXCELLENCE	• Develop and implement integrated marketing plans that support enterprise growth and inclusion objectives. • Oversee campaign delivery, content creation, and performance tracking to ensure measurable results. • Analyse referral performance, engagement trends, and conversion data to inform strategic decisions. • Align activity across Brand, Digital, and Growth and Performance teams for unified execution and consistent voice. • Contribute to shared CRM and analytics dashboards to improve data visibility and enterprise reporting.
FINANCIAL SUSTAINABILITY	• Deliver measurable referral growth and ROI through strategic partnerships and campaigns. • Monitor performance metrics (leads, conversion rates, CPL, ROI) to guide optimisation and investment decisions. • Support efficient budget allocation and ensure all activities deliver strong commercial and social value.

WHAT YOU NEED TO SUCCEED

CAPABILITIES	Strategic Thinking and Enterprise Alignment • Proven ability to design and implement marketing strategies that align with growth and inclusion goals. • Skilled at translating enterprise objectives into actionable plans that strengthen brand visibility and referral outcomes. • Demonstrates commercial acumen and the ability to link marketing activity to measurable business results. • Comfortable managing complexity and aligning multiple portfolios under a unified engagement approach. Stakeholder and Partnership Management • Strong influencing skills with experience engaging schools, support coordinators, allied health providers, and government partners. • Builds long-term, values-aligned relationships that drive mutual benefit and sustained engagement.
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	• Skilled at managing internal and external expectations to maintain alignment and trust. Marketing and Communication Excellence • Deep understanding of stakeholder marketing, with experience in campaign strategy and professional engagement. • Creates targeted messaging that builds credibility, awareness, and influence among referrer networks. • Embeds inclusive communication and accessibility principles to strengthen connection, understanding, and engagement. Data, Insights, and Performance Management • Translates data into clear insights and strategic recommendations for continuous improvement. • Develops reports and dashboards to communicate ROI and inform leadership decisions. • Uses audience insights to optimise messaging, channel mix, and campaign delivery. Collaboration and Influence • Works collaboratively across marketing, service, and business teams to align priorities and deliver shared outcomes. • Acts as a strategic connector, guiding cross-functional collaboration and ensuring consistent execution across portfolios. • Builds trust and credibility through expertise, communication, and evidence-based recommendations. • Balances multiple priorities with composure and focus, maintaining clarity on strategic goals and outcomes. Innovation and Continuous Improvement • Champions test-and-learn approaches to refine engagement, campaign performance, and experience. • Identifies emerging opportunities in education, health, and disability sectors to enhance reach and impact. • Promotes innovation that strengthens accessibility, inclusion, and measurable outcomes.
SKILLS & QUALIFICATIONS	• Bachelor's degree in Marketing, Communications, or related field. • 5–7 years' experience in marketing, stakeholder engagement, or partnerships within education, health, or social impact sectors. • Deep understanding of referral ecosystems across schools, disability, and/or allied health networks, desired • Proficiency in marketing systems (Salesforce, GA4, HubSpot) and data-driven reporting. • Exceptional communication and interpersonal skills.
EXPERIENCE	• Proven experience developing and implementing marketing or engagement strategies that drive referral growth and brand visibility. • Demonstrated success in building and managing professional partnerships across education, disability, health, and/or community sectors. • Experience leading cross-functional collaboration between marketing and business development teams to align on shared growth goals.



	• Skilled in analysing campaign performance data to identify insights, trends, and improvement opportunities. • Proven ability to design and deliver integrated campaigns that strengthen brand reputation and stakeholder engagement. • Demonstrated capability in stakeholder segmentation and CRM pipeline management (Salesforce or similar systems). • Experience using analytics to measure impact, ROI, and conversion across complex referral or sales pathways. • Strong background in stakeholder marketing within mission-driven, social impact, or purpose-led organisations. • Experience influencing senior leaders and partners through evidence-based recommendations and reporting. • Demonstrated ability to translate strategic direction into actionable marketing plans that drive measurable growth. • Proven track record of managing complex projects with multiple stakeholders, timelines, and dependencies. • Experience developing or contributing to frameworks, toolkits, or playbooks that support scalable marketing and engagement practices.
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