

Brand, Communications and Business Development Manager - HoL

Position Description

Reporting to:	National Partnerships Manager	Work location:	Sydney/Brisbane - Remote
Department:	54 reasons	Budget holder:	No
Team:	Hands on Learning (HoL)	Direct reports:	Nil

Hands on Learning

Hands on Learning (HoL) is a transformative school-based engagement program with a 27 year history of supporting students at risk of disengaging from school by fostering a sense of belonging, connection, and purpose. The program is delivered onsite at partner schools and facilitated by artisan-teachers employed by the school, helping students stay engaged in their education and connected to their communities.

Through practical, hands on projects, HoL connects students with their learning, their school and the wider community. The program has been shown to significantly increase student belonging, engagement and attendance, strengthen social and emotional skills, and enhance academic and vocational pathways.

Each day, two artisan-teachers work with up to ten students to complete substantial building, landscaping, public art, café inspired and team-based projects. Established in 1999, HoL now runs in more than 140 primary and secondary schools across Victoria, New South Wales, Queensland, Tasmania and Western Australia.

About 54 reasons

54 reasons is Australia's leading child rights organisation, proudly part of the Save the Children Australia Group and global movement. We're here to make sure that everyone understands their rights. So that children and young people have their rights met and thrive, in all their diversity.

We champion the children, young people and families we work with. We are inspired by the curiosity and creativity of children, and motivated by the love of those who care for them. With the child's voice at the centre, we provide quality services to children and their caregivers, advocating with them so that children develop, learn, and are connected, safe and confident.

Our people are proudly local, and as diverse as the communities we serve - in every state and territory, and across regions, remote areas and capital cities. Our operations and services span the early years and school engagement, youth justice, domestic and family violence and family support, and our practice is grounded in child rights and participation.

From our 54 Reasons Practice Framework to our culture where you will feel valued, belong and make a difference for children, 54 Reasons is truly a place you will **learn and grow**. Find out more about *Our Promise* to Children and Young People and how our Practice and Impact measurement team works to ensure the provision of high quality, contemporary and inspiring service, practise and outcomes that meet and exceed client needs. [Our Approach – 54 reasons](#)

Our connection to 54 reasons and Save the Children

The HoL School Support Team sits within 54 reasons - Australia's leading child rights organisation proudly part of the Save the Children Australia group. This connection anchors our work in a shared commitment to improving the lives of children and young people through connection, belonging, and meaningful participation in education and their communities.

HoL is a partnership between partner schools, the HoL School Support Team and philanthropy. The HoL School Support team is responsible for recruiting new schools, and delivering robust onboarding, induction, training and ongoing support to ensure high quality programs, resulting in the best possible outcomes for students.

Here you'll make a difference

At Save the Children Australia, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.

Role Purpose

The Communications, Brand and Business Development Manager will be the strategic force behind Hands on Learning's (HoL) public voice, national reputation, and growth trajectory.

In this role, you will shape HoL's future identity by defining and amplifying a compelling raison d'être that resonates across schools, funders, government and community partners.

You will drive a dual market strategy that positions HoL as:

- **the partner of choice for schools, and**
- **a high impact, evidence-based investment for funders**

In this important new role you will distinguish the HoL brand and value proposition, inspiring belief, sparking action and attracting the investment needed to scale our mission.

Ultimately your work will help shape the next chapter of HoL's national growth and lay the foundations for long-term, sustainable impact.

Here your skills will be valued

Role requirements

Brand and positioning

- Create and lead a brand and positioning strategy that elevates HoL's profile, amplifies our purpose and ensures our identity is recognised and respected across Australia.
- Define and articulate HoL's value proposition for schools, funders, government and community partners, ensuring our message is clear, compelling and aligned with our purpose and mission.
- Ensure brand coherence and consistency across every channel, material and stakeholder touchpoint, strengthening trust and reinforcing our narrative at every interaction.

Communications and marketing

- Develop and execute a strategic communications plan that powerfully tells HoL's story, showcases our impact and builds a strong national voice.
- Oversee high-quality content creation across digital, print, and social channels, ensuring tone, message and design are aligned and effective.
- Champion and embed the authentic voices and experiences of HoL participants across brand, marketing and communications activity.
- Lead the development of media engagement and PR opportunities, and thought-leadership positioning to expand HoL's reach, credibility and influence in the education and youth engagement landscape.

Growth and business development

- Deliver engaging public presentations to diverse audiences, including school groups, community events, and industry conferences.
- Design and develop annual and rolling partner-school marketing plans aligned to regional growth ambitions supporting strategic positioning and partnership development in both emerging and established markets.
- Proactively identify and develop new initiatives and partnerships that advance regional business development objectives.
- Identify and foster key stakeholders and decision-makers ready to champion HoL and support long-term expansion.
- Create powerful materials and messaging that empowers HoL School Support Managers to deepen engagement, strengthen relationships and drive sustainable growth with clarity and confidence.

Sustainability and stakeholder engagement

- Support the development of pitches, proposals and funding submissions that secure investment, unlock new opportunities and position HoL as a trusted strategic partner.
- Assist the National Partnerships Manager to engage external partners, funders and networks to elevate HoL's visibility, credibility and national profile, reinforcing our reputation as a leader in education engagement and wellbeing.

Systems, data and continuous improvement

- Champion an evidence-informed approach to storytelling, brand building and communication strategy, ensuring narratives are grounded in evidence and impact and distinguish HoL.
- Ensure all communications and brand activities are measurable, strategic and aligned with the HoL team's goals and long-term growth priorities.

Health, safety, security and risk management

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training.
- Act safely at all times.
- Report all incidents, injuries and potential hazards in a timely manner.
- Participate in, and contribute to, health and safety awareness and improvements.
- Be aware of, document and manage the risks associated with your team's programs and workplaces. and ensure appropriate elimination or mitigation measures are applied.

Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times.
- Comply with the [Child Safeguarding Policy](#) & [Code of Conduct](#).
- Demonstrate the highest standards of behaviour towards children in both your private and professional life.
- Never abuse the position of trust that comes with being a part of the Save the Children family.
- Maintain a safe and positive relationship at all times when working with children and young people.
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes.

All roles at Save the Children contribute to our impact for children

At Save the Children and 54 reasons, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

Being a leader at Save the Children and 54 reasons means leading with heart, enabling others, and delivering results. Leaders are expected to uphold, and role model the behaviours outlined in our Leadership Framework.

Here you'll belong

It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring to this role:

Essential knowledge or experience

- Significant experience (5+ years) in senior brand, marketing and communications roles, with a demonstrable track record of delivering measurable business outcomes.
- Tertiary qualifications in communications, marketing, brand, or related field.
- Strong strategic planning capability, with the ability to translate organisational priorities into clear and actionable communications plans.
- Excellent communication and writing skills, including strong storytelling capability to translate data and impact into compelling narratives.
- Proven ability to develop and implement integrated strategies across multiple audiences and channels.
- Demonstrated experience driving business development and partnership expansion, leveraging strong commercial acumen to shape communication strategies that directly support growth objectives.
- High level of self-direction, sound judgement and problem-solving capability.



- Passion for improving outcomes for young people.
- Collaborative, adaptable and comfortable in a growing team and organisation.

Desirable knowledge or experience

- Experience in brand refresh or repositioning projects.
- Experience in education, youth, community or social impact sectors.
- Understanding of government, philanthropy and funding landscapes.

Additional Information

- Any offer of employment at 54 reasons will be subject to a satisfactory National Police Record Check and, where required, a Working with Children Check
- Employees must sign on to Save the Children Australia’s Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- 54 reasons is an Equal Opportunity Employer

Driver’s Licence: Required

Travel: Regular intrastate and interstate travel required

Working with Children Check: Required

Assets: Laptop provided and phone if required