

# Marketing and Communications Coordinator

Position Description



<b>Reports to</b>	Communications and External Affairs Manager
<b>Key relationships</b>	Acquisition and Supporter Engagement Coordinator Philanthropy Support Coordinator Philanthropy Engagement Manager Narratives and Storytelling Lead Impact Team
<b>Key Information</b>	1.0 FTE, with flexible working hours. Salary range: \$80,000-\$85,000 FTE, plus superannuation Hybrid working requiring a minimum of 3 days in the office (Melbourne)

## Our Vision

A just and equitable Greater Melbourne where communities thrive.

## Our Purpose

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

## Our Values

### **We act with humility**

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

### **We are ambitious**

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

### **We are courageous**

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

### **We are curious**

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

## The role

The Marketing and Communications Coordinator delivers digital communications and marketing activity that builds awareness, engagement and participation in community philanthropy. This is a hands-on role suited to someone with 2–4 years' experience who is confident planning and executing digital content and campaigns. Reporting to the Communications and External Affairs Manager, the role drives marketing initiatives across the organisation – growing the Foundation's digital presence and bringing stories, campaigns and supporter communications to life through clear, engaging and audience-focused content.

The role works closely with the Communications and External Affairs Manager, Narratives and Storytelling Lead and the broader Engagement Team to ensure consistent delivery across all digital channels. It contributes to Strategy 2030 by strengthening the Foundation's relevance, visibility and participation in giving.

## Key responsibilities

- Deliver day-to-day digital communications across website, social media and other online channels
- Create and publish engaging digital content that builds awareness, relevance and connection with community philanthropy
- Support campaign delivery by turning briefs into clear, engaging written and visual content for digital channels that drives audience engagement, with clear pathways to action and participation
- Manage and update website content to ensure accuracy, clarity and consistency
- Work closely with the Communications and External Affairs Manager to ensure alignment with organisational messaging and public positioning
- Collaborate with the Narratives and Storytelling Lead to translate stories into compelling digital content for online audiences
- Coordinate with the Acquisition and Supporter Engagement Coordinator to align digital activity with campaign timing, audience targeting and supporter journeys
- Partner with the Acquisition and Supporter Engagement Coordinator to deliver event communications and promotion, including invitations, digital content, event collateral and post-event communications, ensuring consistent branding and messaging across all touchpoints
- Work closely with the Philanthropy Support Coordinator and broader engagement team to deliver digital content for supporter communications
- Use data and insights to monitor digital performance and continuously improve content reach and engagement

## Key selection criteria

- Experience in digital communications, marketing or content coordination, ideally in a purpose-driven or community-focused organisation
- Demonstrated ability to create multi-platform content for various audiences and strong design skills

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- Strong writing skills with the ability to create clear, engaging and audience-focused content for digital platforms
- Experience managing or contributing to websites, social media channels or digital communication tools
- Ability to translate briefs and ideas into engaging content across multiple formats
- Strong organisational skills with the ability to manage multiple deadlines and priorities
- Basic understanding of digital performance metrics and how insights can be used to improve content and engagement