

POSITION DESCRIPTION



POSITION TITLE	Marketing and Communications Specialist
REPORTING TO	Senior Manager, Marketing and Communications
DEPARTMENT	Organisation Capability and People
CLASSIFICATION	Common Law

THE ROLE

To plan, write, design and develop marketing and communications tactics that support the organisations business objectives and strategies whilst reinforcing brand positioning. This role works collaboratively as part of the Marketing and Communications Team.

KEY RESPONSIBILITIES

Duties

- Deliver marketing and communications support to programs, housing, services, advocacy and internal stakeholders including copywriting, graphic design, end-to-end delivery of marketing campaigns and event support
- Manage digital marketing activities (website and social media) for YWCA Australia, including planning, content production, writing, photography and video editing as well as reporting and analysis
- Undertake copywriting, planning and design of EDM's including dedicated donor, staff, supporter and member email journeys, targeted audience segments and advanced A/B testing for emails
- Work closely with stakeholders to source and write compelling content for use across multiple channels
- Be a brand champion across the organisation ensuring one consistent brand is communicated internally and externally
- Collaborate with external agencies as required to achieve objectives
- Lead the capability building of regional program team members and other internal stakeholders, providing communication advice and expertise
- Other tasks as assigned

QUALIFICATIONS, EXPERIENCE AND ATTITUDE

- Tertiary qualifications in marketing or communications, or equivalent experience
- Experience and knowledge of graphic design and video editing software including Adobe Creative Suite and Canva
- Experience in website content management systems (Wordpress) + with CRM (Hubspot)
- Experience in a similar role with demonstrated experience in writing for different audiences across different channels
- Demonstrated experience managing and delivering tactical marketing campaigns
- Ability to build strong relationships at all levels based on trust and collaboration
- Excellent concise and tailored communication and strong interpersonal skills
- Results focused, self-motivated and a self-starter who goes above and beyond
- Experience in the Community Housing or Community services sector highly desirable
- Demonstrated passion for Women's Rights, social change and contributing to an organisation that advocates for equality through influencing and pushing boundaries
- Valid state-based working with children or working with vulnerable people check

Current at December 2024

POSITION DESCRIPTION



At YWCA Australia, we live our values every day

