

POSITION DESCRIPTION

Position Details

Item	Description
Position Title	Senior Marketing and Communications Specialist
Position Type	Full Time, Permanent
Classification	SCHADS Grade 6
Reports To	Head of Impact and Policy
Direct Reports	None
Office Location	Campsie and all other offices as required

Position Purpose

The Senior Marketing and Communications Specialist is responsible for leading the delivery of Metro Assist's marketing, communications and brand activities to strengthen organisational visibility, promote programs and services, and support the organisation's advocacy priorities.

The role combines strategic communications with hands-on implementation across branding, digital communications, storytelling, media engagement, advocacy, community awareness, and internal communications capability building. It plays a key role in amplifying community impact and strengthening the organisation's reputation as a trusted leader in supporting diverse communities.

Reporting to the Head of Services, Impact and Policy, the role works closely with service leaders and program teams to develop and implement practical communications and content strategies and plans. The position translates organisational priorities, service outcomes, and impact evidence into clear, accessible, and compelling content.

Building on the organisation's established communications foundations, the role is responsible for planning, coordinating and delivering integrated marketing and communications initiatives across multiple platforms and audiences.

As a senior specialist position, the role exercises a high degree of professional judgement, initiative and autonomy in the planning and delivery of communications activities, while working in close partnership with the CEO and Head of Services, Impact and Policy, who provide strategic direction, organisational positioning and key messaging guidance.

Key Responsibilities

Responsibility Area	Key Activities
Strategic Communication	Develop and implement communications and brand strategies aligned with organisational priorities under the guidance of the CEO and Head of Impact and Policy.

Responsibility Area	Key Activities
	- Strengthen the organisation's profile, reputation, and stakeholder engagement through integrated communications and marketing activities. - Maintain a clear and consistent organisational narrative, ensuring brand integrity and messaging consistency across all communications.
Communications Planning and Coordination	- Develop communications and content plans aligned to organisational strategy, impact priorities, and advocacy focus areas. - Translate strategic direction into clear communications priorities, timelines, and deliverables. - Coordinate input across teams to ensure communications are accurate, timely, and aligned to organisational priorities. - Manage competing communication priorities across service areas and stakeholder groups.
Content Strategy and narrative	- Develop and deliver a content strategy that supports organisational priorities and communications objectives. - Produce content for a range of channels, including website, newsletters, reports, publications, social media, campaigns and stakeholder communications. - Identify and prioritise content opportunities across programs, events, partnerships and advocacy initiatives and maintain a structured and proactive content pipeline across the organisation. - Translate complex service delivery activity, outcomes, data and impact evidence into clear, accessible and engaging narratives and stories.
Channel and Digital Communications Management	- Manage and maintain communication channels, including the organisation's website (content) and social media platforms. - Coordinate updates across teams to ensure services, programs, and information are correctly represented. - Ensure all channels are current, functional, accessible, and aligned to organisational messaging. - Monitor engagement and provide practical insights to inform communications activity.
Communications Assets and Publications	- Coordinate the development of key organisational materials, including: - annual reports - program and service collaterals - stakeholder updates and briefings - presentations and communication resources - Ensure materials are audience-appropriate (funders, community, partners, stakeholders).
Media, Government and External Communications	Coordinate media engagement activities, including media releases, events, stakeholder meetings, and public communications.

Responsibility Area	Key Activities
	- Support the CEO, Executive Leadership Team and organisational representatives in preparing for external engagement opportunities, including speaking engagements, stakeholder meetings and organisational events. - Liaise with media contacts, communications suppliers, government relations advisers and other external providers as required. - Provide advice on messaging, tone, stakeholder sensitivities, and reputational considerations.
Impact and Advocacy Support	- Contribute to impact reporting by translating outcomes and evidence into clear communications. - Align communications outputs with organisational advocacy positions and external messaging as directed. - Support organisational events, campaigns and stakeholder engagement activities that advance organisational and community outcomes.
Supplier and Resource Management	- Manage relationships with external marketing, design and communications suppliers. - Coordinate outsourced work to ensure quality, consistency and value for money. - Maintain digital assets, templates and communication resources.
Continuous Improvement	- Stay informed of trends, tools and developments in communications, marketing and the not-for-profit sector. - Identify and implement practical improvements to communication processes, tools and outputs. - Monitor and evaluate the effectiveness of communications and marketing activities and track key performance indicators. - Use data, stakeholder feedback and emerging trends to inform continuous improvement.
Collaboration and Organisational Alignment	- Build strong working relationships across service delivery, leadership and corporate functions. - Support teams to contribute to consistent messaging and storytelling. - Ensure communications reflect organisational values, cultural safety and community context.

Key Relationships

Internal	External
- Head of Impact & Policy - Executive Leadership Team - Service Delivery leaders and teams	- Marketing, media and design suppliers - Funders and stakeholders (via communications outputs) - Sector partners and community organisations

- | | |
|--|--|
| <ul style="list-style-type: none"> Corporate services | |
|--|--|

Key Capabilities

- Strong analytical thinking and organisational planning capability.
- Ability to translate complex information and data into clear messaging
- Demonstrated ability to plan and coordinate communications activity
- Sound judgement in messaging, tone and reputational considerations
- Strong stakeholder engagement and collaboration skills
- Ability to manage multiple priorities and work autonomously

Qualifications and Experience

Essential:

- Relevant qualifications in communications, marketing, media or related field
- Demonstrated experience in communications or marketing roles at a senior level
- Experience planning and delivering communications across multiple channels
- Strong experience in content creation, storytelling and digital communications
- Competent in using digital media and graphic design tools

Desirable:

- Experience in not-for-profit, community services or government-funded sectors
- Experience working with impact, outcomes or evidence-based communications

Compliance Requirements

- Current Working With Children Check
- Current National Police Check
- Current Driver Licence
- Compliance with organisational policies and procedures
- Complies with Stepwise Community Services information security policies, standards, plans and procedures aligned with ISO 27001 principles, and actively promotes the protection of confidentiality, integrity and availability of organisational information
- Maintains the security, confidentiality and appropriate handling of client and organisational information assets.
- Participates in required security awareness training and implements information management practices appropriately.
- Identifies and reports suspected or actual information security or safety incidents in accordance with organisational protocols.

Organisational Commitments

The organisation is committed to child~~ren~~ safe practice, cultural safety and inclusive service delivery. Employees are expected to uphold the organisation's values, comply with relevant legislation and contribute to a respectful and safe workplace.

Decision Making and Accountability

The Senior Marketing and Communications Specialist exercises autonomy in the planning and delivery of communications within established organisational frameworks and strategic direction set by the Head of Impact and Policy.

The role is accountable for:

- The quality, accuracy and timeliness of communications
- The coordination and effectiveness of communications plans and outputs
- Alignment of communications with organisational strategy, impact and positioning

Strategic narrative, advocacy positions and organisational priorities are set by the Head of Impact & Policy and Executive Leadership Team.

Acknowledgement

This Position Description outlines the general purpose, responsibilities, and expectations of the role as at the date of issue. It is intended to provide guidance on the scope and requirements of the position.

This Position Description may be reviewed and updated from time to time to reflect organisational, operational, or service delivery needs. Reasonable consultation will occur where changes materially impact the role.

By signing below, the employee acknowledges that they have read, understood, and discussed the expectations of the position with their manager.

Name	Signature	Date
Employee		
Manager		

Document Control (Administrative Use Only)

This section is maintained for document governance and version control purposes only. It does not form part of the position requirements, role responsibilities, or performance expectations.

Field	Details
Document Title	PD – Snr Marketing & Communications Specialist
Program / Team	Impact and Policy
Version	1
Approved By	CEO
Approval Date	7 July 2026
Review Date	7 July 2027
Document Owner	Head of Impact and Policy