



**POSITION DESCRIPTION: COMMUNICATIONS AND MARKETING LEAD**

<b>Reports to:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Nil
<b>Employment Type:</b>	Fixed-term contract to 30 June 2026
<b>Ordinary hours:</b>	Full-time (37.5 hours per week) or Part-time (30 hours per week)
<b>Award classification:</b>	SCHADS Level 5
<b>Location:</b>	Havelock House, 85 Northbourne Ave, Turner ACT
<b>Other:</b>	Canberra-based (hybrid work arrangements available)

**About the position**

The Communications and Marketing Lead is responsible for developing and executing communications and marketing initiatives that enhance Meridian’s brand, promote programs and services and engage key audiences. The position plays a critical role in shaping Meridian’s public image, ensuring targeted communications across multiple channels and driving awareness, engagement, and growth.

Working collaboratively across the organisations, the position leads the creation of compelling content, manages digital and traditional media campaigns, and oversees internal and external communications. The Communications and Marketing Lead requires a blend of creativity, strategic thinking, and analytical skills to effectively promote Meridian’s purpose, values, and services.

**Key Responsibilities**

Strategy, planning and delivery

- Develop and implement integrated communications and marketing initiatives aligned with organisational objectives.
- Identify target audiences and tailor messaging to maximise engagement and impact.
- CRM and database management to prioritise members and donor relationships.

Brand management

- Ensure consistency in brand messaging, tone, and visual identity across all platforms.
- Monitor brand perception and recommend improvements to enhance reputation and visibility.

Content creation

- Create, edit, and manage high-quality content for digital and print channels, including websites, newsletters, social media, press releases, and promotional materials.
- Oversee the production of multimedia content such as videos, graphics, and presentations.

Digital marketing

- Manage digital campaigns including SEO, email marketing, and social media advertising
- Analyse digital performance metrics and optimise campaigns for better reach and engagement.

Media and Public Affairs

- Build and maintain relationships with media outlets, journalists, and influencers.

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- Draft press releases, media kits, and coordinate media outreach.

#### Internal communications

- Develop internal communication strategies to foster employee engagement and alignment.
- Coordinate newsletters, announcements, and leadership messages.

#### Event promotion and stakeholder engagement

- Support the promotion of events, campaigns, and initiatives through targeted communications.
- Ensure community events are well documented as appropriate, via photos and/or video for social media and community storytelling.
- Engage stakeholders through storytelling, impact reports, and strategic outreach.
- Growth of our community database, subscribers, donors and membership.

#### Collaboration and capacity building

- Foster a collaborative environment across the organisation to support communications and marketing activities.
- Share knowledge and skills to build organisational communication and marketing capabilities.

### **Key relationships**

<i>Who</i>	<i>Why</i>
<b>Internal</b>	
Chief Executive Officer	<ul style="list-style-type: none"> <li>• Provide strategic and tactical communications advice aligned to strategic and organisational objectives.</li> </ul>
Management	<ul style="list-style-type: none"> <li>• Provide updates on campaign performance and brand positioning.</li> <li>• Support internal communications, branding, and recruitment promotion.</li> </ul>
Health Promotion	<ul style="list-style-type: none"> <li>• Provide advice and guidance on content creation, design, and multimedia production.</li> </ul>
Volunteering	<ul style="list-style-type: none"> <li>• Provide advice and guidance on volunteer engagement and promotion of Meridian's volunteering program.</li> <li>• Support regular communication with volunteers</li> </ul>
Service delivery	<ul style="list-style-type: none"> <li>• Have deep understanding of service offerings deeply to craft accurate and compelling messaging and promotional material</li> </ul>
Staff at all levels	<ul style="list-style-type: none"> <li>• Understand needs and preferences for internal communications</li> <li>• Build communications capacity commensurate with role and responsibilities.</li> </ul>
<b>External</b>	
Community and service users	<ul style="list-style-type: none"> <li>• Engage through social media, newsletters, and feedback channels.</li> <li>• Build awareness of Meridian brand and service offerings.</li> <li>• Gather insights for continuous improvement.</li> </ul>
Partner agencies	<ul style="list-style-type: none"> <li>• Coordinate co-branded campaigns, joint events, and shared messaging.</li> <li>• Maintain strong communication and mutual value delivery.</li> </ul>

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Media	<ul style="list-style-type: none"> <li>• Build and maintain relationships with journalists and media outlets.</li> <li>• Coordinate press releases, interviews, and media coverage</li> </ul>
Vendors and Platforms	<ul style="list-style-type: none"> <li>• Coordinate co-branded campaigns, joint events, and shared messaging.</li> <li>• Maintain strong communication and mutual value delivery.</li> </ul>
Consultants and contractors	<ul style="list-style-type: none"> <li>• Coordinate co-branded campaigns, joint events, and shared messaging.</li> <li>• Maintain strong communication and mutual value delivery.</li> </ul>

### **Decision making**

- Exercises delegated authority in accordance with organisational policies and procedures.
- Prioritising tasks and resources across initiatives and teams.
- Aligning marketing and communications activities organisational goals.
- Defining and maintaining brand voice, tone and visual identity in consultation with CEO and key internal stakeholders.
- Selection of platforms and formats to reach target audiences.
- Actioning or responding to negative comments and feedback.
- Assessing and managing risk particularly in response to unexpected events.
- Developing inclusive, sex positive and affirming messaging.

### **Key challenges**

- Balancing competing priorities while maintaining a strong standard of work, often within tight deadlines, in support of meaningful community outcomes.
- Ensuring currency of knowledge and skills in environment of evolving digital marketing trends, algorithms, and tools.
- Engaging audiences in an increasingly saturated media environment, while navigating increasing censorship of diverse experiences, sexual health and sex positive messaging.
- Collaborating with a wide range of stakeholders and balancing varying needs, goals, and expectations with professionalism and care.
- Coordinating communication efforts across the organisation to ensure consistency and cohesion.
- Exposure to and supported management of potential negative online commentary, including homophobia, transphobia, and other forms of discrimination.

## **SELECTION CRITERIA**

### Skills and Attributes

- Proven ability to develop and implement integrated communication and marketing strategies.
- Strong understanding of brand management, audience segmentation, and campaign planning.
- Advanced skills in design tools including Adobe Suite and Canva, along with a knowledge of CMS/CRM platforms (such as Nation Builder) and marketing automation software.
- Demonstrated experience with digital platforms including social media, SEO/SEM, email marketing, and analytics tools along with ability to interpret data and optimise campaigns based on performance metrics.
- Strong copywriting, editing, and storytelling skills across various formats and channels.

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- Ability to foster collaboration, build and maintain relationships with internal stakeholders, media, partners, and the broader community.
- Skilled in managing competing priorities and aligning diverse interests while delivering high quality work.
- Experience in managing sensitive communications and responding to reputational risks.
- Ability to remain calm under pressure and make sound decisions quickly.
- Familiarity with CMS platforms, CRM systems, design tools and marketing automation software.

#### Knowledge

- Strong understanding of Meridian’s communities including all LGBTIQ+ people and people living with HIV.
- Extensive knowledge and understanding of the roles and functions of digital and social media and online tools in creating successful communication outcomes and campaigns.
- Knowledge of, or strong willingness to learn about supporting diverse/marginalised communities and stigmatised area of health (including but not limited to: LGBTIQ+ health, HIV health, sexual health, drug and alcohol health).
- Demonstrated commitment to social justice principles.

#### Qualifications

- Qualifications in relevant area and at least two years professional experience in communications, marketing or public relations role.

#### Experience

- Strong record of achievement in a relevant professional role.
- Experience in effective management of budgets, timelines, and resources.
- Experience in filming and editing video content for social media promotion.
- Experience in building and maintaining a digital asset library for easy access and use.

#### Essential

- Right to work in Australia
- ACT Working with Vulnerable People (WWVP) Registration.

#### Desirable

- Full, unrestricted drivers licence
- Willingness to participate in media opportunities representing Meridian as appropriate.