

POSITION DESCRIPTION

| General Information | |
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| Position Title: | Philanthropy Communications Specialist |
| Incumbent: | |
| Function & Team/Program: | Philanthropy, Fundraising |
| Location(s): | Sydney or Melbourne |
| Manager's Position Title: | Philanthropy Communications Manager |
| Manager's Name: | Ellen Stay |
| Date Prepared: | 5 January 2026 |
| Prepared By: | Ellen Stay |
| Approved By: | Victoria Sichler |

| Primary Purpose of this Position (In one sentence - why does the role exist?) |
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| The Philanthropy Communications Specialist helps to effectively develop and deliver marketing and communications activities and materials to support the acquisition and retention of corporate partners, major donors, and trusts and foundations – as well as assisting with the communications needs of some events. The role has a high level of internal and external stakeholder engagement. This role is part time (3 days a week / 0.6 FTE). |

| Scope | |
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| Direct Reports to this Position | Indirect Reports |
| By Position Title | Total Number |
| Nil | Nil |
| Financial Dimensions controlled by this Position (Include key financial metrics such as revenue growth, income & expense budget, etc) | |
| Direct control | Indirect control |
| n/a | n/a |
| Other Dimensions of this Position | |
| <ul style="list-style-type: none"> • Accountable to the Philanthropy Communications Manager, who helps prioritises workload. • Liaison with all Philanthropy teams (Corporate Partnerships, Major Gifts, Trusts & Foundations, Events), including partnership managers. Liaison with Communications team. • Team and key stakeholders are located nationally; some (limited) travel may be required. | |

| Setting Priorities (how is work prioritised) | |
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| How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other | Daily – according to projects and processes established together with employee's manager, when necessary the National Manager, Philanthropy Communications, and internal stakeholders. |
| How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other | Nil |

| Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with) | |
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| Internal | <ul style="list-style-type: none"> • Philanthropy Communications Managers • National Manager, Philanthropy Communications • Other Philanthropy Communications Specialists • National Manager, Corporate Partnerships • Senior Manager, Corporate Partnerships • Senior Manager, Partnership Development • Senior Manager, Corporate Projects, Insights and Engagement • National Manager, Major Gifts • National Manager, Trusts & Foundations • Senior Manager, Philanthropy Events • Partnership Managers and Partnership Development Managers • Marketing Team • Communications Team |
| External | <ul style="list-style-type: none"> • Corporate partners • Agencies and suppliers – creative, design, photographers and videographers • Production companies and printers |

| Key Decision Making in this Role (What are the key decisions and recommendations made in this role?) | |
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| Decisions expected, made in collaboration with your manager, the National Manager, Philanthropy Communications, or other relevant managers in the Philanthropy Comms Team: <ul style="list-style-type: none"> • Appropriate look, tone and style of communications which reflect Smith Family branding and Philanthropy's Value Proposition on all channels, in all mediums and formats. • Workflows and scheduling of communications content production and updates. | |
| Recommendations expected: <ul style="list-style-type: none"> • Effective use of Smith Family brand in creating marketing and communications materials. • Effective use of brand identity, Philanthropy Value proposition and supporting messaging and templates. • Recommendations for appropriate marketing communications and promotional materials and activities in response to briefs. • Effective logo use. | |

Every Team Member at The Smith Family:

- Is expected to uphold The Smith Family Values and Culture;

- Understands and complies with the Child Protection Framework;
- Takes reasonable care for the health and safety of themselves and others;
- Understands and complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

Key Responsibilities / Accountabilities (List the major areas from largest % of job to smallest)

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| Major Area: Communication projects, including collateral development and approvals | % of Job: 50% |
| <ul style="list-style-type: none"> • Help develop and implement marketing communications materials that position and profile The Smith Family effectively, are audience-tailored, maintain brand integrity and support income growth, acquisition, and retention for Philanthropy segments. • Liaise with internal teams and external stakeholders to ensure effective rollout. • Manage workflows to ensure timely turnaround. • Ensure all communications materials (including partner materials) reflect The Smith Family's brand guidelines, messaging and other relevant policies or guidelines. • Where needed, support Philanthropy Communications Team to project-manage outsourced work, including engaging, briefing and providing guidance and support to freelance photographers, videographers, designers, writers and other related resources. • Ensure that clear written briefs are developed for, agreed to, and met by, all freelancers and suppliers. | |
| Major Area: Copywriting and content creation | % of Job: 35% |
| <ul style="list-style-type: none"> • Write, edit and proofread copy for a diverse range of communications/marketing material to enable the Philanthropy team to achieve their communication objectives. • Ensure that the content you write, edit and proofread is consistent with the Philanthropy Team's Value Proposition and supporting messaging matrix and related writing guidelines, ensuring accurate and factual representation of The Smith Family's work. • Create and source case studies and stories for a range of communications materials, which bring together copy, first-person testimonies and imagery, ensuring relevant permissions are in place. | |
| Major Area: Digital, web, email & social media | % of Job: 10% |
| <ul style="list-style-type: none"> • Work with internal team members to create content for digital channels, seeking approval from external stakeholders where required. | |
| Major Area: Process development | % of Job: 5% |
| <ul style="list-style-type: none"> • Assist the Philanthropy Communications Team in developing internal processes and procedures that maximise internal efficiency and productivity. | |

Key Challenges in Achieving Goal(s): (*What are the key challenges faced by this role in meeting goals/objectives*)

- Effective curation and collation of content for different audiences.
- Different partners at different engagement stages require different communication responses.
- Adapting to constantly shifting priorities.
- Managing competing priorities.
- Working with multiple stakeholders, internally and externally, sometimes with conflicting agendas.
- Juggling a high volume of projects and tasks simultaneously, and the difficulty doing so when around 50% of partner activity is unknown ahead of time.
- Maintaining a high level of attention to detail while working across multiple projects and with pressing deadlines.

Qualifications, Experience and Competencies: (*What background, knowledge, experience or competencies are required to perform the role at the expected level?*)

| Education / Qualifications / Memberships: | Essential | Desirable |
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| | | <ul style="list-style-type: none"> • Degree qualification in communications, marketing, public relations and/or journalism. |
| Experience: | <p>Essential</p> <ul style="list-style-type: none"> • At least three to four years of full-time experience assessing, coordinating and developing communications/marketing materials or campaigns. • Strong, demonstrable experience writing, editing and proofreading for a broad range of communications and audiences. • Experience developing content (stories and imagery) for both print and digital channels. • Proven experience working across multiple communication channels, including digital. • Demonstrated experience managing stakeholders with competing priorities. • End-to-end project management experience. | <p>Desirable</p> <ul style="list-style-type: none"> • Experience in the field of communications, marketing, public relations and/or journalism. • Experience or an interest in the not-for-profit sector. • Previous experience delivering multi-channel campaigns (client or agency side). |
| Competencies: | <p>Essential</p> <ul style="list-style-type: none"> • Advanced and diverse writing skills. • Strong interpersonal skills. Proven ability to build strong cooperative relationships with key stakeholders, and work collaboratively across teams to deliver results. • Advanced communications skills, both written and verbal. • Strong planning, time management, organisational and project management skills. • Ability to take initiative and work independently or as part of a team. | <p>Desirable</p> <ul style="list-style-type: none"> • Presentation skills. |

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| | <ul style="list-style-type: none">• Flexible, adaptable mindset.• Excellent attention to detail.• Ability to problem-solve.• MS Office skills, including PowerPoint. | |
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