

POSITION DESCRIPTION

TITLE	Marketing Coordinator
FUNCTION	Service Delivery
REPORTS TO	Manager Clinical Practice and Education
TERMS	<ul style="list-style-type: none"> This role is part-time (0.6EFT) SCHADS Award Level 5
LOCATION	Flexible – office-based, remote or hybrid as agreed
PURPOSE	
<p>Organisation purpose</p> <p>Grief Australia is an independent, not for profit organisation working to better prepare Australians for grief and to be a guiding voice through it. Our mission is to support grieving Australians through advocacy, evidence-informed practice and education.</p>	
<p>Function purpose</p> <p>The Service Delivery function supports the organisation's core purpose by providing specialist interventions to those experiencing grief and bereavement, and the marketing and delivery of evidence-informed education, training and research.</p>	
<p>Role Purpose</p> <p>The Marketing Coordinator is responsible for the day-to-day execution of Grief Australia's marketing activities. This role drives enrolments in our education events and maintains consistent, on-brand marketing communications across all channels. Working closely with program and service teams, the Marketing Coordinator executes campaigns, manages content and ensures our digital presence accurately reflects the values, scope and quality of what Grief Australia offers.</p> <p>This role will suit a person who enjoys hands-on work across email, social media, website content and event promotion, and who takes pride in meeting deadlines, maintaining quality and contributing to measurable outcomes.</p>	

KEY RESPONSIBILITIES & DUTIES

Education Event Marketing

The primary focus of this role is ensuring Grief Australia's education events are well attended. Responsibilities include:

- Coordinate the promotional schedule for all upcoming workshops, webinars, short courses and professional development events.
- Create and distribute event-specific email campaigns using Higher Logic Thrive Marketing Professional, targeting relevant professional segments.
- Write and publish event pages, registration links and promotional content on the Grief Australia website.
- Prepare and schedule social media posts across relevant platforms to promote individual events, coordinating at least four weeks ahead.
- Monitor registration numbers and flag low-attendance events to the Manager Clinical Practice and Education with sufficient lead time to adjust promotional activity.
- Maintain accurate event listings and descriptions across all platforms, including iMIS and external event directories where applicable.
- Liaise with education program leads to obtain accurate event details, presenter information and pricing for promotional materials.
- Send post-event communications to attendees, including links to resources, certificates where applicable and follow-up membership or event offers.

Content and Channel Management

The Marketing Coordinator maintains the day-to-day output across Grief Australia's communication channels.

- Maintain the integrated marketing and content calendar, ensuring consistent activity across email, website and social media.
- Manage community engagement on social media channels, including responding to enquiries in a timely and professional manner and escalating distress-related contacts to clinical staff.
- Create and size social media graphics using Canva, following Grief Australia brand guidelines.
- Ensure all digital content is accurate, accessible and consistent with Grief Australia's voice and style.
- Submit any content addressing clinical grief, bereavement, trauma or suicide-related topics to a member of the Clinical Team for review and approval before publication.
- Maintain WCAG 2.1 AA accessibility standards across digital content including image alt-text, caption accuracy and plain language formatting.

Website Management and Engagement Enhancement

The Marketing Coordinator maintains the Grief Australia website as an accurate, accessible and current resource. Responsibilities are focused on content publishing and basic performance monitoring in support of the organisation's education and service promotion activities.

- Publish and update website content using the iMIS RiSE including event pages, registration links, promotional content and general organisational information.
- Remove outdated content in a timely manner and ensure all active pages are accurate and consistent with current program offerings and organisational priorities.
- Provide a brief monthly summary of website traffic using Google Analytics 4, noting any material changes in page views, session duration or referral sources, and forwarding this to the Manager Clinical Practice and Education.
- Apply content approval protocols for all grief, bereavement, trauma or suicide-related web content, ensuring clinical review is obtained before publication.

KEY SELECTION CRITERIA

Essential

- Two or more years of experience in a marketing, communications or events promotion role.
- Demonstrated ability to create and schedule email campaigns using a marketing automation platform.
- Experience managing social media channels for an organisation, including content scheduling, community engagement and basic reporting.
- Strong written communication skills with the ability to write clearly and accurately for different audiences.
- Working knowledge of a CRM or database system with the ability to build and maintain contact lists and segmentation.
- Proficiency with Canva or equivalent design tools for creating social media graphics and basic marketing collateral.
- Organised and detail-oriented, with the ability to manage multiple tasks and deadlines simultaneously.
- High degree of discretion and sensitivity when working with content related to grief, bereavement, loss or trauma.
- Reliable self-starter who can work effectively in a small team environment with limited day-to-day supervision.

Highly Desirable

- Experience promoting professional development events, webinars, short courses or similar education offerings.
- Experience with Higher Logic Thrive Marketing Professional and/or iMIS (training will be provided).
- Familiarity with Google Analytics 4 or similar analytics tools for website and campaign reporting.
- Experience using Hootsuite or a comparable social media scheduling platform.
- Understanding of WCAG 2.1 AA accessibility standards and inclusive content practices.
- Experience contributing to website content management, including drafting and publishing web pages.
- Familiarity with not-for-profit operating environments, health and human services, or professional association contexts.

Personal Attributes

- Organised, methodical and committed to producing accurate, high-quality work.
- Empathetic and emotionally mature given the sensitive nature of Grief Australia's work.
- Collaborative and responsive in a small, cross-functional team.
- Comfortable with variety and the pace of a multi-product education calendar.
- Honest, accountable and interested in learning from performance data.

OUR COMMITMENT TO INCLUSION

Our world is a colourful one, with a myriad of people and experiences from all walks of life. Grief Australia welcomes and values diversity of people, thought and experience, knowing that our world is richer for it.

Grief is experienced by all people regardless of ability, age, culture, gender, race and/or sexual identity. Different and intersectional cultural identities can profoundly influence how people process, express and seek support for their grief. Grief Australia's commitment to diversity is at the heart of our values: diversity, inclusivity, empathy and compassion. It allows us to connect on a meaningful and powerful level, helping each other to envisage a better future and create safe and nourishing spaces to grow. We celebrate our differences and strive to build a workplace where difference is embraced and encouraged.

Our commitment to diversity is expressed through our Reconciliation Action Plan and our work on LGBTIQ+ inclusion.

Grief Australia is dedicated to developing and building relationships with Aboriginal and Torres Strait Islanders and working to improve outcomes and access to quality grief and bereavement care for people, families and communities. We know these relationships will change and enrich our organisation and help us support Aboriginal and Torres Strait Islander peoples more effectively. We strive to be an organisation that is inclusive and welcoming of Aboriginal and Torres Strait Islander peoples, whether they are clients, students, employees or visitors.

Grief Australia is proud to support all lesbian, gay, bisexual, trans and gender diverse, intersex and queer (LGBTIQ+) staff, clients and communities. We are committed to making our services welcoming, safe and respectful for everyone. We acknowledge that some members of our LGBTIQ+ community/s have experienced discrimination, social isolation, family exclusion, bullying, harassment and anxiety. We know that people can delay or forego assistance or support due to not feeling safe or genuinely listened to when seeking help. This can result in an adverse impact on a person's health and well-being.

This position description is an overview of the role; changes to the role should be expected reflecting changes in organisational goals and priorities, activities or job focus.

The applicant must have a current driver's licence and the capacity to use a private vehicle and work remotely with reliable internet access.

As part of the recruitment assessment process, applicants must have a current Employee Working with Children Check (WWCC) and a satisfactory National Police Check.