

POSITION DESCRIPTION

General Information:	
Position Title:	Senior Marketing Coordinator (Shared)
Incumbent:	
Function & Team/Program:	Fundraising, Marketing Team
Location(s):	National Office, Sydney
Manager's Position Title:	Will change in accordance with relevant workflow requirements and campaign periods
Manager's Name:	Various – as above.
Date Prepared:	March 2026
Prepared By:	Sara Tetu
Approved By:	Louise Woods

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
<p>The purpose of this position is to lead project management of mass market fundraising activities by administering complex timelines and providing high-level support to Marketing Teams to ensure the seamless development and lodgement of campaigns that drive sustainable income, supporter engagement, and long-term value</p> <p>This role acts as a critical integration point between creative, data, and digital functions, proactively identifying project risks and implementing process improvements to ensure all marketing activities are executed with precision and strategic alignment.</p>

Scope:	
Direct Reports to this Position	Indirect Reports
By Position Title	Total Number
<ul style="list-style-type: none"> Nil 	<ul style="list-style-type: none"> May provide occasional task-based supervision to volunteers or team members as required.
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
<ul style="list-style-type: none"> Managing the submission of invoices according to relevant activity and in line with The Smith Family's financial processes. 	<ul style="list-style-type: none"> Nil
Other Dimensions of this Position	
<i>e.g. Number of programs, site responsibility, geographic spread of team:</i> <ul style="list-style-type: none"> Working with the Marketing Teams, on reporting requests as well as ensuring campaign codes and mass-ups are established and uploaded accurately and on time. 	

- Working with the Marketing Teams internally and externally to coordinate the development of campaigns, bi-monthly brand survey, and any other reasonable ad hoc task in support of the Marketing Team.
- Briefing copywriters and designers; reviewing copy and artworks; and securing internal stakeholder feedback and approvals.
- Coordinating data through briefing the Business Information Systems team, Marketing Analytics & Reporting team and/or Digital Coordinator about campaign creative versions and final execution.
- Briefing mail houses where necessary and proofreading and quality checking all lives prior to final sign off.
- Developing internal briefs for all communications prior to launch.
- Support the group Manager, Individual Giving with some day-to-day administration tasks and planning activities.

Setting Priorities (how is work prioritised)	
How often does employee prioritise their own work?	Daily, weekly and monthly, yearly and according to campaign and project timelines.
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Daily or weekly as operationally required (e.g., when supervising volunteers, or labour-hire personnel).

Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)	
Internal	<ul style="list-style-type: none"> • Campaign Operations Manager • Marketing Content Team • All Marketing Teams as per activity focus • Digital Marketing Team • Fundraising Analytics and Reporting Team (FAR) • Customer Experience Team • Data Base Maintenance and Care Team • Group Manager, Individual Giving
External	<ul style="list-style-type: none"> • Creative Agencies • Copy writing agency • Print and Mail House • Data Agency • Telemarketing Agency • Corporate Partners, where relevant

Key Decision Making in this Role: (What are the key decisions and recommendations made in this role?)
<p>Decisions Expected</p> <ul style="list-style-type: none"> • Determining daily operational priorities and workflows for external agencies and internal contributors to maintain project momentum. • Establishing and adjusting internal deadlines and project milestones to ensure the achievement of final campaign lodgement dates. • Processing and reconciling of campaign invoices against approved quotes, ensuring strict alignment with budget trackers. • Resolving scheduling overlaps or timeline shifts independently, provided they do not impact the final in-market lodgement date. • Setting daily tasks and priorities for volunteers or labour-hire personnel during peak campaign periods.
<p>Recommendations Expected</p> <ul style="list-style-type: none"> • Feedback on creative concepts and copywriting

- Briefing of post campaign analysis (through FAR)
- Application of insights from reports (through FAR) and external providers
- Development of full timelines for campaign activities including actions from internal teams and external suppliers
- Managing the copy and creative review and approval process
- Feedback and recommendation on targeting and segmentation based on PCA insights and other research
- Suggestions and recommendations for process improvements
- Related to coordination and scheduling of Marketing Group meetings and executive requests

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:	
Major Area: Project Coordination	% of Job Total: 60%
Coordinate marketing team, agencies and suppliers to deliver campaign assets in line with agreed deadlines, with primary tasks including: <ul style="list-style-type: none"> ○ Development and monitoring of timelines, ensuring key milestones are met and stakeholders are informed and updated appropriately; this includes calendar management for Group Manager, Individual Giving Manager and leading the coordination of Marketing Team workshops ○ Facilitation of creative and copy development for allocated campaign activities including mail packs, eDMs advertising artwork and digital-related assets ○ Coordination of briefing documents (data, agency, internal etc.) in consultation with relevant Project Manager/Managers and National Managers ○ Coordination of collaborative feedback and approvals (including diary management of key stakeholders and Group Manager, Individual Giving for review) on creative concepts, artwork, and copy development ○ Support with Direct Mail data checking, quality control and live laser signoffs ○ Ensure that The Smith Family brand and tone of voice is represented appropriately in all aspects of appeal 	
Liaising with and support key team members and stakeholders (internally and externally) to ensure smooth delivery of all campaigns, monitoring timeline to identify potential risks to lodgement and deadlines	
Facilitate the negotiation of/change to milestones where appropriate and make recommendations to the broader team to resolve issues that jeopardise on-time lodgement	
Actively seek opportunities to innovate or identify process improvement	
Major Area: Financial Management	% of Job Total: 20%
Working with Campaign Operations Manager, contribute to the maintenance of budget tracker for relevant campaign, ensuring alignment with approved expenditure expectations.	
Working with relevant manager support the sourcing of competitive estimates from suppliers and negotiating final costs	
Coordinate submission and approval of quotes for all work undertaken to deliver campaigns, ensuring alignment with approved expenditure budget.	
Process invoices, reconciling and cross checking with approved quotes and budget tracker	

Working closely with relevant team and Campaign Operations Manager, highlight issues with expense reconciliation or unexpected campaign costs.	
Major Area: Relationship Management	% of Job Total: 15%
Develop and maintain strong relationships with suppliers, agencies, and partners to ensure clear communication of development progress to timeline and resolution of issues.	
Foster positive and productive relationships with internal stakeholders to ensure transparency, and efficient process flow.	
Proactively update and inform key stakeholders on developments, issues, and resolutions with regards to critical components of each campaign (expenditure, deadlines etc.)	
Facilitate stakeholder input and support the resolution of conflicting feedback to ensure optimal outcome without compromising deadlines.	
Assisting the relevant Managers, National Managers and Unit Manager, Individual Giving with ad hoc tasks or activities as required	
Manage filing and administration of campaign assets to ensure information is up to date and easily accessible	
Major Area: Campaign Analysis	% of Job Total: 5%
Preparation of TSF codes and facilitation of MASS Ups in consultation with relevant Manager and FAR	
Coordination of Post Campaign Analysis Briefs to be undertaken by Fundraising Insights Manager that are completed on time and deliver actionable insights	
Liaise with FAR to update or enhance tracking reports and facilitate break-fix solutions where required	
Support the implementation of test & learn guidelines and process to be adopted by relevant marketing teams and internal stakeholders.	

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

- Managing the development of multiple campaigns simultaneously, ensuring purpose of each campaign is fulfilled and supports our broader campaign aims.
- Managing competing priorities of different aspect of the role while supporting the Group Manager, Individual Giving and project work.
- Juggling competing deadlines in line with evolving priorities.
- A shift to semi-agile working will mean that, while there will be increased opportunities to learn and develop professionally, some projects will seem unfamiliar in the initial stages.
- Multi-level stakeholder management is required to ensure timely and cost-effective delivery of campaigns

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

	Essential	Desirable
Education / Qualifications / Memberships:	<ul style="list-style-type: none"> • Relevant tertiary qualifications in fundraising, marketing or related field 	<ul style="list-style-type: none"> • Knowledge of FIA Code
Experience:	<ul style="list-style-type: none"> • Minimum of 5 years' experience in a marketing or fundraising environment, with a sophisticated understanding of direct response and/or individual giving. 	<ul style="list-style-type: none"> • Experience managing creative agencies for a marketing or fundraising campaign/s • Exposure to data analysis and/or reporting • Experience in developing data briefs

	<ul style="list-style-type: none"> • Proven track record in the end-to-end coordination of complex, multi-channel campaigns with strict, non-negotiable deadlines. • Extensive experience managing complex relationships with creative agencies and internal technical teams (Data/Digital) to achieve quality outcomes. • Significant experience in briefing and interpreting data segmentations and post-campaign reports. 	<ul style="list-style-type: none"> • Copywriting skill
<p>Competencies:</p>	<p>Essential</p>	<p>Desirable</p>
	<ul style="list-style-type: none"> • Advanced project management skills with the ability to navigate competing priorities within a semi-agile working environment. • Microsoft Office competency intermediate to advanced (Outlook, Excel, Word, Power Point) • Superior relationship-building skills with the ability to facilitate feedback and resolve conflicting stakeholder requirements professionally • Ability to apply data-driven insights to campaign executions and recommend process improvements. • An understanding of basic budget management • Excellent communication skills (written and verbal) • High-level proofreading, editing, and copywriting skills with a meticulous eye for detail and brand alignment. • A proactive and solutions-oriented approach to identifying and mitigating project risks before they impact lodgement dates. 	<ul style="list-style-type: none"> • Understanding of Direct Marketing principles (copy, data, testing, general industry)