

POSITION DESCRIPTION

General Information:	
Position Title:	Social Media Campaigns Coordinator
Incumbent:	
Function & Team/Program:	Fundraising, Marketing Team
Location(s):	Flexible
Manager's Position Title:	Social Media Campaigns Manager
Manager's Name:	Marine Jamet
Date Prepared:	24 April 2026
Prepared By:	Marine Jamet
Approved By:	Katherine Ong

Primary Purpose of this Position (*In one sentence - why does the role exist?*)

The purpose of this position is to support the delivery of identified paid social media campaigns for fundraising by creating and coordinating campaign content, implementing campaign setup, and supporting performance tracking, ensuring activity is executed on time, within budget and in line with campaign objectives.

Scope:

Direct Reports to this Position By Position Title	Indirect Reports Total Number
<ul style="list-style-type: none"> Nil 	<ul style="list-style-type: none"> Nil

Financial Dimensions controlled by this Position (*Include key financial metrics such as revenue growth, income & expense budget, etc*)

Direct control	Indirect control
<ul style="list-style-type: none"> Managing the submission and reconciliation of social media and campaign-related invoices in line with financial processes. 	<ul style="list-style-type: none"> Not Applicable

Other Dimensions of this Position

e.g. Number of programs, site responsibility, geographic spread of team:

- This role will work with a broad cross-section of internal stakeholders and external agencies to create and coordinate paid social media content (mainly Meta ads) in support of fundraising activity across The Smith Family.
- Paramount to the success of this role is an in-depth understanding of The Smith Family brand values, tone of voice, and messaging.

Setting Priorities (*how is work prioritised*)

How often does employee prioritise their own work?	Daily, weekly, monthly, quarterly, yearly and in according to campaign and project timelines.
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How often does employee determine the priorities of others?	Not Applicable
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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"> • Social Media Campaign Manager • National Manager, Digital Campaigns • Digital Media and Advertising Team Campaigns Team • Marketing Team • Communications Team • Content Team • Digital Products and Innovation team • Marketing Group Manager • Facebook Working Group
External	<ul style="list-style-type: none"> • Creative Agencies • Social Media platform contacts

Key Decision Making in this Role: (What are the key decisions and recommendations made in this role?)

<p>Decision Expected</p> <ul style="list-style-type: none"> • Day-to-day coordination of campaign timelines and deliverables • Management of campaign timeline to meet strict deadlines • Reconciliation and submission of invoices in line with approved budgets to maintain financial integrity. • Execution of paid social campaigns in line with agreed plans ensure strategic alignment

<p>Recommendations Expected</p> <ul style="list-style-type: none"> • Provide feedback on paid social media creative, copy, and video content • Present suggestions for creative testing opportunities within campaigns to identify what is working. • Contribute insights from Meta campaign data and social trends to inform creative strategy, content direction and performance optimisation (in collaboration with your manager). • Propose and implement process improvements and workflow efficiencies to reduce lead time and enhance performance delivery • Provide recommendations for process improvements and workflow efficiencies

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:	Paid Social Campaign Coordination & Execution	% of Job Total: 65%
	Draft compelling copy and create social media creatives, including images, graphics, and short-form video assets, for posts across paid social campaigns	
	Coordinate the development of paid social media campaign assets (copy, creative, video) with agencies and internal teams to ensure a seamless and unified brand presence	
	Contribute and generate own ideas for new creative content based on campaign performance data, social trends, and audience insights to keep fundraising appeals fresh and competitive.	
	Develop and manage campaign timelines, to guarantee that all milestones and deadlines are met without compromising quality	

Liaise and facilitate feedback loop with agencies and internal stakeholders to coordinate feedback, capture approvals, and manage deadlines to ensure timely delivery of campaign assets		
Set up and assist with optimising campaigns in platforms such as Facebook Business Manager in line with agreed plans and budgets		
Ensure all campaign assets align with brand guidelines and tone of voice		
Proactively identify opportunities to improve campaign performance and workflow efficiency		
Major Area:	Relationship Management	% of Job Total: 20%
Build and maintain positive relationships with internal teams and external agencies to foster a culture of collaboration and mutual trust.		
Support collaboration by collating feedback clearly and accurately to resolve conflicting inputs and maintain clear project direction.		
Formalise, standardise and manage filing and organisation of campaign assets to ensure accuracy, consistency and accessibility.		
Ensure accuracy and attention to detail in all campaign copy, creative and check grammar, spelling, and brand alignment		
Major Area:	Campaign Reporting & Insights	% of Job Total: 10%
Assist in tracking and collating campaign performance data across paid social campaigns		
Prepare reporting inputs for the manager, agencies, or internal stakeholders in line with agreed templates and schedules.		
Support post-campaign analysis by providing accurate data and highlighting trends or notable results		
Support optimisation by providing insights and recommendations for creative testing based on performance data, best practice and trends		
Ensure reporting and tracking tools are up to date (e.g., creative testing tracker)		
Major Area:	Financial Management	% of Job Total: 5%
Support budget tracking for paid social campaigns in collaboration with the manager to ensure expenditure remains within budget.		
Reconcile invoices for all paid social activity and update the team budget tracker monthly to provide transparent and accurate financial reporting.		

Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)		
<ul style="list-style-type: none"> Managing multiple campaigns simultaneously with competing deadlines Coordinating feedback across multiple stakeholders while maintaining timelines Ensuring accuracy across campaign setup, tracking, reporting, and all campaign copy and creative Maintaining high output quality across a high volume of concurrent deliverables. 		
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
	<ul style="list-style-type: none"> Relevant tertiary qualifications in fundraising, marketing or related field 	<ul style="list-style-type: none"> Knowledge of fundraising
Experience:	Essential	Desirable

	<ul style="list-style-type: none"> • 2 years' experience in marketing, communications, or project coordination roles • Experience coordinating multiple stakeholders and projects simultaneously • Experience creating clear, engaging copy and designing social media or digital assets using Canva or similar tools (including images, graphics, and short-form video). • Strong organisational skills with the ability to manage competing priorities and deadlines 	<ul style="list-style-type: none"> • Experience supporting paid social campaigns (Meta preferred) – training will be provided • Experience within a charity or not-for-profit organisation. • Familiarity with reviewing campaign performance data and supporting basic analysis for reporting purposes
Competencies:	Essential	Desirable
	<ul style="list-style-type: none"> • Strong project management and organisational skills • Proficient in Microsoft Office (Excel, Word, PowerPoint) and using project management tool like Monday or similar tools. • Strong interpersonal skills with experience collaborating across teams • Excellent communication skills (written and verbal) • High level attention to detail • High level English grammar and spelling and strong proofreading and editing skills • Demonstrated desire to collaborate and work in a team environment. • Demonstrated ability to take ownership of tasks and follow through to completion with minimal supervision • Ability to manage workload and prioritise tasks effectively with a high level of autonomy • Creative skills for contributing new and innovative content ideas • Interest in and awareness of social media trends, news, and emerging platforms 	<ul style="list-style-type: none"> • A demonstrated interest in the not-for-profit/charity sector. • Ability to see and manage the bigger picture while attending to detail to get the job done.