

Content Marketing Specialist

Position Description

OurFutures Institute

OurFutures Institute is a purpose-driven not-for-profit organisation delivering evidence-based prevention education programs to secondary schools across Australia. Our programs support young people to make healthier choices across vaping, alcohol and other drugs, mental health and wellbeing.

Working alongside leading researchers and strategic partners, we translate evidence into engaging, scalable and impactful education programs that reach schools nationally.

As our organisation continues to grow, we are looking for a creative, strategic and highly organised Content Marketing Specialist to help communicate our mission, impact and programs to educators, schools, partners and stakeholders across Australia.

The role

The Content Marketing Specialist is responsible for developing and delivering engaging, high-quality content and communications that support the organisation's marketing strategy, brand presence and stakeholder engagement.

Reporting to the Head of Marketing, this role plays a key part in bringing the organisation's mission and impact to life through compelling storytelling, digital content, social media, campaigns and marketing collateral.

This role is ideal for someone who is creative, proactive and passionate about purpose-driven communications, with the ability to translate complex information into accessible and engaging content for a range of audiences.

The successful candidate will help position OurFutures Institute as a trusted and influential voice in prevention education, youth wellbeing and evidence-based health promotion.

Key Responsibilities

Content Strategy and Development

- Develop and execute a content strategy aligned with the organisation's marketing and communications objectives.
- Create engaging and impactful content across multiple platforms and formats, including:
 - Website and blog content
 - EDMs and newsletters
 - Social media content
 - Video and short-form digital content
 - Case studies and impact stories
 - Marketing collateral and presentations
- Translate complex research, prevention education and health promotion information into accessible, audience-friendly communications.
- Develop compelling storytelling content that highlights the impact of programs, educators, schools and young people.
- Conduct interviews and gather content from schools, educators, researchers, partners and stakeholders.
- Support the development of user-generated and employee-generated content initiatives.

Social Media and Community Engagement

- Manage and maintain the organisation's organic social media channels, including:
 - LinkedIn
 - Instagram
 - Facebook
 - TikTok
 - YouTube
- Develop and capture social content, including interviews, short-form video and occasional on-camera content
- Plan, schedule and publish content aligned to the social media channel, strategy and content calendar.
- Monitor community engagement and support moderation and audience interaction.
- Identify opportunities for audience growth, partnerships and collaborations.
- Support influencer and partnership campaigns where relevant.
- Track and report on social media performance and key engagement metrics.

Digital Marketing and Communications

- Develop and deliver EDM campaigns, newsletters and CRM communications.

- Support customer journey and automated communication workflows within the CRM.
- Assist in developing engagement and re-engagement campaigns for schools and stakeholders.
- Support campaign execution across digital channels in collaboration with the Head of Marketing.
- Contribute to reporting and insights to help optimise marketing performance and audience engagement.

Graphic Design and Marketing Collateral

- Develop branded marketing collateral and communication assets using Canva and other design tools.
- Create:
 - Presentation decks
 - One-pagers
 - Social media assets
 - Event collateral
 - EDM templates
 - Internal marketing materials
- Maintain brand consistency across all communications and assets.
- Support the ongoing management of brand templates, design systems and approval processes.

Stakeholder Collaboration

- Work collaboratively across internal teams including Marketing, Partnerships, Customer Success and Product teams.
- Support the Head of Marketing in delivering strategic marketing initiatives and organisational priorities.
- Build strong working relationships with researchers, schools, educators and external stakeholders to support content creation and communications outcomes.
- Convene and engage and manage community stakeholders, such as educators, teachers, ambassadors and youth engagement

What success looks like

- Increased brand awareness and engagement across digital and social channels.
- Consistent delivery of high-quality, on-brand content and communications.
- Stronger audience engagement through compelling storytelling and impactful content.
- Increased visibility of program impact, school partnerships and organisational outcomes.

- Improved communication of evidence-based prevention education to key audiences.
- Effective support of marketing campaigns, stakeholder engagement and organisational priorities.
- Strong internal collaboration and streamlined content delivery processes.
- Continued growth of OurFutures Institute as a trusted leader in prevention education and youth wellbeing.

Qualifications and Skills

Essential

- Tertiary qualification in Marketing, Communications, Media, Journalism or a related field.
- Minimum 2–3 years' experience in content marketing, communications or digital marketing.
- Exceptional written and verbal communication skills.
- Strong copywriting and storytelling capability across multiple channels and audiences.
- Experience managing organic social media platforms and content scheduling tools.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Graphic design capability using Canva or similar design platforms.
- Video editing and short-form content creation skills.
- Experience developing EDMs and digital communications.
- Strong attention to detail and brand consistency.

Desirable

- Experience working within the not-for-profit, education, youth or health sectors.
- Experience using CRM and marketing automation platforms such as HubSpot.
- Understanding of digital marketing analytics and reporting.

Personal Attributes

- Passionate about purpose-driven work and creating positive social impact.
- Creative, proactive and solutions-focused.
- Collaborative and relationship-oriented.
- Highly organised with strong time management skills.
- Adaptable and comfortable working in a fast-paced environment.
- Strong initiative with the ability to work independently and within a team.
- Results-driven with a strong commitment to quality and continuous improvement.

Package and Work Requirements

- Full-time position.
- Two-year fixed-term contract to June 2028, with potential for extension.
- Hybrid work environment with three days per week in the office.
- Based in Sydney.
- Salary range: \$100,000–\$110,000 plus superannuation.
- FBT salary packaging benefits available.