

Position Description	
Title	Digital Communications Specialist
Status	Full-time, initial 12-month fixed term contract, with view to being permanent
Grade	SCHADS Award Level 5
Program	Fundraising and Communities
Direct reports	None
Reports To	Communications and Media Manager
Location	WAGEC's Head Office / and ad-hoc travel to other WAGEC sites
Date approved	May 2026

### Organisational Context

The Women's and Girls' Emergency Centre (WAGEC) is a non-government, not-for-profit, charitable organisation that supports clients in crisis and advocates for social change in the community. By 'client', we refer to all women (cis and trans), families and non-binary people comfortable in women-centric spaces.

Established in 1977, we work across Sydney, on the lands of the Gadigal, Wangal, and Dharug people of the Eora Nation and our activities extend across many Aboriginal nations and language groups. We seek always to work respectfully in partnership with communities and in accordance with local protocols.

#### Our Vision

Build a community free from gender-based violence by harnessing collective power and shaping a safer future for generations to come.

#### Our Purpose

- We create safe spaces for women and families impacted by homelessness, domestic and family violence and systemic disadvantage.
- We create enduring change in times of crisis through access to safety, housing, and material support.
- We work with our communities to advocate social change.
- We are trauma-informed, culturally responsive and respectful in our practice and the design of our programs and activities.
- The safety and wellbeing of children and young people is at the core of WAGEC's work.

#### Our Values

Our values are how we show up – with passion, purpose, and allyship.

- Respect – every person matters
- Collaboration – change happens together
- Social Justice – dismantles injustice, build what's fair
- Adaptability – unlearn, relearn, grow.

**Program overview – Fundraising and Communities**

The Fundraising and Communities (F&C) team drives WAGEC’s financial and community engagement strategies. The team’s vision is for a sustainable, relational and feminist fundraising program that generates substantial revenue and creates meaningful social impacts for our community.

The team work to amplify and support WAGEC's vision by securing essential financial and non-financial resources, building awareness about our work, and inspiring our community to take meaningful action towards ending gender-based violence in a generation.

**Position Purpose: Digital Communications Specialist**

The Digital Communications Specialist is the driving force behind the next stage of WAGEC’s digital communications strategy. This role combines strategic thinking with hands-on execution to amplify our organisational vision, grow our supporter base, and create compelling content that drives engagement across our diverse audiences.

The role works collaboratively with our Communications and Media Manager and wider team to develop workflows, create and implement communication plans, and ensure consistent, impactful messaging across all digital channels.

The core responsibilities of the role are:

1. **Digital Communications and Social Media (40%)**
2. **Content Creation and Storytelling (30%)**
3. **Analytics, Reporting and Process Optimisation (15%)**
4. **Creative ideation and execution (10%)**
5. **WAGEC culture (5%)**

**Core Position Responsibilities**

**1. Digital Communications and Social Media management (40%)** Lead and implement all things digital communications, by executing communications strategies, coordinating omnichannel campaign plans, and managing workflows across our social media, website and newsletters.

<b>Key focus areas</b>	<ol style="list-style-type: none"> <li>a) Work with the Communications and Media Manager to implement comprehensive omnichannel digital communications strategies</li> <li>b) Coordinate and implement a social media strategy across platforms that enables WAGEC to achieve our marketing and communications goals</li> <li>c) Drive the WAGEC digital communications calendar across key calendar dates, events, and campaigns</li> <li>d) Coordinate digital campaigns and lead the digital communication plans for key dates such as 16 Days of</li> </ol>
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	<p>Activism Against Gender-Based Violence, and other advocacy initiatives</p> <ul style="list-style-type: none"> <li>e) Leverage WAGEC’s digital channels during peak fundraising periods such as Walk for WAGEC, EOFY and Festive Season</li> <li>f) Implement daily social media publishing across all platforms using scheduling tools</li> <li>g) Maintain and champion WAGEC’s website, collaborating with the wider WAGEC team to accurately represent WAGEC’s services, programs, appeals, campaigns and impact</li> <li>h) Drive traffic to the website with regular and tactical blogs, ensuring website and blog content aligns with SEO best practice</li> <li>i) Work with WAGEC volunteers to administer the online merchandise shop, responding to orders and enquiries</li> <li>j) Manage email marketing calendar for the F&amp;C team, including scheduling, coordination of calendar, setup and email testing to drive long-term engagement of supporters.</li> </ul>
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**2. Content Creation and Storytelling (30%)** Create more than just content — create strengths-based stories tailored to our different platforms that ethically and effectively share our impact and engage our community.

<p><b>Key focus areas</b></p>	<ul style="list-style-type: none"> <li>a) Implement and uphold WAGEC’s brand and key messaging frameworks to effectively and consistently communicate our mission and work</li> <li>b) Develop and maintain content creation workflows, templates and content libraries</li> <li>c) Write client stories and impact articles following ethical storytelling guidelines</li> <li>d) Coordinate communications and updates on WAGEC’s corporate partnerships</li> <li>e) Create engaging, high-performing content for digital platforms that reflects the latest trends, best practice, and stays true to WAGEC’s brand positioning</li> <li>f) Help our community stay up to date with our work and the wider sector through accessible and engaging translations of news, research, and outcomes</li> <li>g) Research and write thought leadership articles, blog posts, and newsletter updates on gender-based violence, prevention, sector news, and key calendar dates</li> <li>h) Collaborate with the wider team to create clear and accessible external service descriptions and program updates</li> <li>i) Assist with editing and developing content across fundraising and advocacy campaigns</li> <li>j) Work with the Communications and Media Manager and wider WAGEC team to record and share community events</li> </ul>
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	<ul style="list-style-type: none"> <li>k) Work with volunteers and contractors to support the creation of materials across platforms</li> <li>l) Coordinate the development of WAGEC's Annual Report, in collaboration with the CEO, Director of Fundraising and Communities and Communications and Media Manager.</li> </ul>
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**3. Analytics, Reporting and Workflow Optimisation (15%)** Use data for good by monitoring performance metrics, optimising digital communications, delivering consistent reports, and continuously improving workflows to better support organisational goals.

<b>Key focus areas</b>	<ul style="list-style-type: none"> <li>a) Track and analyse digital engagement metrics to look for ways to optimise content performance</li> <li>b) Prepare comprehensive monthly reports on communications effectiveness, audience demographics, and campaign performance</li> <li>c) Conduct regular audits of communication processes and recommend efficiency improvements</li> <li>d) Monitor daily engagement metrics and optimise posting times/content based on performance data</li> <li>e) Implement testing protocols across digital platforms</li> <li>f) Prepare, deliver and report on yearly supporter surveys</li> <li>g) Understand and report on attribution across channels — using tools like Google Analytics, Meta and manual tracking to tie organic marketing efforts to goals</li> <li>h) Report to wider Fundraising and Communities team about key insights and actionable recommendations</li> <li>i) Record, monitor and report on media activities, coverage and performance.</li> </ul>
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**4. Creative ideation and execution (10%)** Support the identification and development of cultural trends and platform-native formats into impactful, shareable content for WAGEC channels

<b>Key focus areas</b>	<ul style="list-style-type: none"> <li>a) Identify cultural trends and platform-native formats, and lead on developing these insights into impactful, shareable content for WAGEC channels.</li> <li>b) Produce thumb-stopping visual and written content across WAGEC channels.</li> <li>c) Provide counsel and advice to the Fundraising &amp; Communities team and broader WAGEC team to ensure content is responsive and relevant to current trends.</li> </ul>
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<b>5. WAGEC culture 5%:</b> proactively contribute to WAGEC’s overall culture and impact.	
<b>Key focus areas</b>	<ul style="list-style-type: none"> <li>a) Work in a manner consistent with WAGEC’s purpose, ethics, and strategy</li> <li>b) Proactively maintain a hopeful, positive and respectful approach to relationships at WAGEC</li> <li>c) Champion a culture of continuous improvement</li> <li>d) Apply WAGEC’s ethical approach and values to ethical dilemmas and managing your professional and personal obligations at work</li> <li>e) Maintain a strong and healthy professional identity and approach through participation in work meetings, regular supervision and professional development</li> <li>f) Contribute to WAGEC’s overall social impact by delivering on role expectations, undertaking other duties occasionally, as aligned with your skills and experience.</li> </ul>

**Key selection criteria**

<b>Experience</b>	<ul style="list-style-type: none"> <li>• 4+ years of professional experience in communications, digital marketing, or a related field</li> <li>• Strong project management experience, able to handle multiple priorities and coordinate different stakeholders</li> <li>• Demonstrated experience developing, planning and managing multiple communication channels, including social media, email marketing, blog and website</li> <li>• Content creation experience across multiple digital platforms with measurable engagement outcomes</li> <li>• Analytics and reporting experience using Google Analytics, social media insights, and campaign performance tools</li> <li>• Experience coordinating community engagement and responding to stakeholders online</li> <li>• Strong media writing skills, experience drafting press releases, media advisories, and pitching stories to journalists</li> <li>• Graphic design skills for visual content (using video editing programs, Canva, etc.)</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Non-profit or purpose-driven professional experience, particularly in advocacy or social services</li> </ul>
<b>Required skills</b>	<ul style="list-style-type: none"> <li>• Advanced writing, research and editing skills with strong attention to detail</li> <li>• Proficient in using email marketing platforms (Mailchimp) for newsletter creation and segmentation; and analytics platforms (Google Analytics, Meta Business Manager, social media insights)</li> </ul>

	<ul style="list-style-type: none"> <li>• Social media management, scheduling and automation utilising tools (Hootsuite, Meta Business Suite, etc.)</li> <li>• SEO fundamentals for blog content and website optimisation</li> <li>• Organic social media growth and engagement strategies across Instagram, Facebook, LinkedIn, TikTok, and YouTube</li> <li>• Campaign coordination and project management abilities across multiple channels and timeframes</li> <li>• Workflow development and template creation for content processes</li> <li>• This role requires resilience, as it involves being exposed to disclosures of sensitive information which may include child sexual abuse, domestic violence and child protection issues.</li> <li>• Ability to work in a culturally sensitive and effective way with Aboriginal and Torres Strait Island and culturally and linguistically diverse individuals and communities.</li> <li>• Highly developed interpersonal skills, able to adapt communications to engage a variety of stakeholders</li> <li>• Excellent time management and organisation skills, able to prioritise own workload to meet deadlines.</li> </ul>
<p><b>Preferred knowledge</b></p>	<ul style="list-style-type: none"> <li>• An understanding of ethical storytelling with awareness of trauma-informed content creation</li> <li>• Ability to translate complex information into clear, accessible content</li> <li>• Strategic thinking to align communications with fundraising and advocacy goals</li> <li>• Compassionate understanding of the needs of women and families at risk in the community.</li> <li>• Intersectional feminist analysis to understand homelessness, disadvantage, and gender-based violence.</li> <li>• Understanding of the causes and impacts of vicarious trauma and a commitment to workplace safety.</li> </ul>
<p><b>Qualifications / licences</b></p>	<ul style="list-style-type: none"> <li>• Tertiary qualifications in communications, arts, marketing, journalism, public relations, or related field.</li> <li>• NSW Working with Children Check - essential</li> <li>• NSW Driver's License - desirable</li> <li>• National Police Check (Having a criminal record does not automatically exclude you from this role. Please discuss your situation with us confidentially.)</li> </ul>

**General employment conditions**

All WAGEC employees, volunteers, students and contractors are required to:

- Understand and adhere to WAGEC’s vision, purpose, values and ethical stance
- Proactively and positively contribute to WAGEC’s culture and impact
- Work in accordance with WAGEC policies and procedures
- Demonstrate respectful and culturally appropriate ways of working
- Comply with all Workplace Health and Safety systems and practices
- Maintain a valid NSW Working with Children Check and comply with all WAGEC child safeguarding and protection measures
- Comply with relevant NSW legislative requirements.

WAGEC is entitled to employ only female, female-identifying, and non-binary staff, due to the nature of our service, under the Anti-Discrimination Act, 1977 (NSW) Section 31.

This role may be required to lift moderately heavy items on occasion.

WAGEC is a child safe organisation and committed to the safety, wellbeing, and empowerment of all children that we engage with in our services and community. We have a whole organisation approach to upholding children's rights and striving to prevent all forms of harm, abuse and neglect for children and young people.

I understand and agree to the responsibilities and terms of this Position Description:

Employee Name	
Employee Signature	Date:
Manager Name	
Manager Signature	Date: