

Marketing & Engagement Lead - Position Description

Reports To: Operations Manager

Location: Melbourne based hybrid

Employment Type: Full-time

Position Purpose

The Marketing & Engagement Lead is responsible for delivering integrated marketing, communications, and engagement initiatives that strengthen DCD's brand, grow awareness, support fundraising outcomes, and deepen stakeholder relationships.

This is a hands-on role suited to a proactive generalist who can manage end-to-end campaigns, coordinate events and partnerships, and produce high-quality content that reflects the organisation's mission and impact.

Key Responsibilities

1. Marketing & Digital Engagement

- Plan and deliver integrated marketing campaigns across digital channels
- Manage social media strategy, content planning, scheduling, and performance
- Create engaging content (copy, imagery, video coordination) aligned to brand voice
- Monitor analytics and provide insights to improve reach and engagement

2. Brand & Communications

- Maintain a consistent, professional brand across all channels and materials
- Develop marketing collateral including reports, newsletters, and promotional assets
- Identify and leverage PR, media, and storytelling opportunities to raise profile

3. Stakeholder & Partnership Engagement

- Support engagement with donors, sponsors, and community partners
 - Coordinate communications including updates, acknowledgements, and impact stories
 - Assist in maintaining strong, professional external relationships
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4. Events & External Activation

- Plan and deliver key organisational events, activations, and presentations
 - Coordinate event logistics, branding, and promotional materials
 - Represent the organisation at events as required
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5. Website & Content Management

- Maintain and update website content to ensure accuracy and relevance
 - Monitor performance metrics and recommend improvements
 - Support management of online store and digital assets
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6. Fundraising & Grants Support

- Contribute to marketing and communications for fundraising campaigns
 - Support preparation of grant and award submissions (with internal input)
 - Assist in developing impact-focused content and reporting
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7. Campaign & Content Production

- Coordinate photo and video shoots with external providers
 - Develop content pipelines including case studies, stories, and campaign materials
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8. Operations & Coordination

- Manage marketing workflows, approvals, and documentation
 - Maintain marketing inbox and communication channels
 - Ensure projects are delivered on time and to a high standard
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Key Selection Criteria

Essential

- 3–5+ years' experience in marketing, communications, or a related role
 - Strong content creation, copywriting, and storytelling capability
 - Experience managing digital channels and interpreting performance data
 - Ability to plan and deliver campaigns and events independently
 - Strong organisational skills with the ability to manage competing priorities
 - High attention to detail and commitment to quality
 - Proficiency in tools such as Canva/Adobe, CMS platforms, and email marketing systems
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Desirable

- Experience in not-for-profit, fundraising, or stakeholder engagement environments
 - Exposure to partnerships, sponsorships, or donor communications
 - Experience supporting grants or award submissions
 - Knowledge of community, veteran, or mental health sectors
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Personal Attributes

- Proactive, resourceful, and solutions-focused
 - Strong interpersonal and communication skills
 - Ability to work independently in a small, dynamic team
 - Genuine alignment with organisational mission and values
 - Professional, adaptable, and community-focused
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Other Requirements

- National Police Check
- Flexibility to attend occasional events (evenings/weekends)
- Current driver's licence