

POSITION DESCRIPTION

Marketing & Communications Manager

POSITION	Marketing and Communications Manager
ALLOCATION	22.8 hours per week (with the potential to increase over time)
WORKDAYS	Tuesday, Wednesday, Thursday (with flexibility to spread work hours over more days)
REPORTS TO	Chief Executive Officer
DIRECT REPORTS	None
PRIMARY JOB PURPOSE	The Marketing and Communications Manager is responsible for managing all the Spinal Research Institute's (SRI) marketing and communications. Marketing channels are predominantly digital and span the SRI's internal and external communications.
KEY RESPONSIBILITIES	<p>Strategic Marketing and Communications</p> <ul style="list-style-type: none"> • Develop and implement a marketing and communications strategy aligned to the organisational strategy • Promote the SRI's strategic programs and activities to build audience awareness, engagement, and participation. • Develop and implement SEO strategies and leverage AI tools to optimise digital content and drive online visibility, engagement and brand awareness. • Develop and maintain strategic partnerships with other organisations and stakeholders in the spinal cord injury field. <p>Website and Content Creation</p> <ul style="list-style-type: none"> • Manage the redevelopment of the SRI website and ensure content is current, relevant, and aligned with our brand and strategy. • Craft and manage compelling content for various communication channels, including website, social media and email marketing in collaboration with the team. • Support development and creation of publications, marketing and fundraising materials, and other collateral as required. <p>Brand management</p> <ul style="list-style-type: none"> • Serve as the primary brand custodian, overseeing all brand template and asset use to ensure the newly launched brand maintains consistency across all internal and external applications. • Ensure consistency and alignment of messaging across all communication channels. <p>Social Media</p> <ul style="list-style-type: none"> • Develop a social media strategy that incorporates several annual campaigns. • Manage and grow the SRI's social media presence. <p>Public relations and Media</p> <ul style="list-style-type: none"> • Support external affairs activities including communications for the spinal cord injury community, researchers and clinicians, funding bodies, and public engagement. • Serve as the primary point of contact for media inquiries and manage any media related tasks. <p>Reporting and data</p> <ul style="list-style-type: none"> • Maintain website and social media analytics to provide insights that can be used to inform future campaigns. • Provide management and quarterly board reports.

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KEY RELATIONSHIPS	Internal: <ul style="list-style-type: none"> ● SRI Chief Executive Officer ● SRI staff, contractors, volunteers, and board directors External: <ul style="list-style-type: none"> ● Spinal cord injury researchers and clinicians ● People with lived experience of spinal cord injury ● Website developers and other third-party service providers ● SRI Ambassadors
QUALIFICATIONS	<ul style="list-style-type: none"> ● Tertiary or post-graduate qualification in Marketing, Media, Communications or similar. ● Minimum of three (3) years' experience in a similar role that provides the strategic knowledge and practical skills necessary to effectively and efficiently undertake the SRI's marketing and communication activities.
ESSENTIAL KNOWLEDGE, SKILLS & ATTRIBUTES	<ul style="list-style-type: none"> ● Proven experience in managing and delivering marketing and communications projects from beginning to end ● Excellent project and time management skills, with experience managing multiple projects at one time ● Outstanding communication and content writing skills ● Experience managing social media platforms, including Facebook, Instagram, LinkedIn and YouTube ● Experience using Wordpress or other website content management system (CMS), Google Analytics and analysing social media metrics ● Ability to interact confidently with both colleagues and external stakeholders ● Ability to solve complex problems using a range of digital tools ● Genuine interest in contributing to the not-for-profit sector ● Collaborative mindset and desire to contribute to team success ● Self-motivation, willingness to take initiative, and the ability to work autonomously
DESIRABLE KNOWLEDGE, SKILLS & ATTRIBUTES	<ul style="list-style-type: none"> ● Proficiency with GSuite/Google Workspace, Canva, SurveyMonkey, Adobe Creative suite and AI ● Experience using a CRM ● Working in the not-for-profit, spinal cord injury, disability or medical research sector
OTHER JOB-RELATED INFORMATION	<p>The SRI is based at the Royal Talbot Rehabilitation Hospital, part of Austin Health. SRI employees are honorary employees of Austin Health and before commencing work must:</p> <ul style="list-style-type: none"> ● Undergo a police check ● Undergo screening for immunity to certain vaccine preventable diseases <p>Employee benefits:</p> <ul style="list-style-type: none"> ● Flexible hybrid working arrangements ● Employee Assistance Program ● NFP Salary Packaging ● Eligibility to use Fitness Passport

Authorisation

The following people have been involved in the preparation of this Position Description:

Margaret Rozman, Chief Executive Officer
 Claire Backhouse

Author
 Reviewer

Last updated: 1 June 2026