



Environmental Defenders Office

Marketing Manager – Position Description

Role	Marketing Manager
Reporting to	Head of Marketing & Media
Direct Reports	N/A
Travel Requirements	Some travel may be required to fulfill this role

EDO relies on our people to use their skills and experience to provide the best possible support to our clients and other staff. While this job description aims to outline the fundamental reason the role exists, the role may evolve as EDO evolves.

If you see a way to play to your strengths in a way that achieves EDO outcomes, please don't be limited to this list. We have important work to do and need everyone to be operating at their best.

Purpose

Environmental Defenders Office (EDO) is the largest environmental legal centre in the Australia-Pacific, dedicated to protecting our climate, communities and shared environment by providing access to justice, running ground-breaking litigation and leading law reform advocacy.

Since time immemorial, First Nations and Indigenous peoples have been taking care of their Countries in Australia and the Pacific. These deep understandings, knowledges and experiences are critical to maintaining the health and vitality of Australia and the Pacific's unique wildlife and ecosystems. EDO respects these great knowledges, and strongly believes that EDO cannot achieve a world where nature thrives without working alongside First Nations and Indigenous peoples.

This is a newly created role, designed to build EDO's capacity to run revenue-generating marketing programs at scale. The Marketing Manager will bring mid-career commercial marketing expertise and apply it to audience acquisition, donor conversion, and brand partnership programs.

Reporting to the Head of Marketing and Media, the Marketing Manager will own a portfolio of initiatives that cross marketing strategy and income generation. This is a hands-on role for someone who has run campaigns that raise revenue, understands how to test and optimise, and wants to apply those skills to meaningful environmental work.

Key Responsibilities & Duties

- Lead brand partnerships and supporter acquisition strategies that expand EDO's brand recognition and grow income.
- Lead and deliver an events and/or activations program that expands on brand recognition and generates revenue.
- Identify and manage values-aligned influencer partnerships.
- Scope and deliver acquisition campaigns across digital and non-digital environments including on owned channels, that focus on building pipelines and attracting financial support.

- Scope and deliver expanded regular giving programs that acquire more donors and increase program income.
- Develop and deliver sales strategies.
- Collaborate across teams to identify and promote content and campaigns to relevant audiences.
- Stay across industry benchmarks, consumer trends, and emerging marketing channels; bring evidence-based ideas to the team.

Team Culture and Leadership

- Cultivate and foster a positive, inclusive and collaborative work environment which encourages mutual respect, testing of ideas, open communication and team cohesion.
- Champion ‘the EDO way’ and ensure it is reflected in every aspect of team interaction and engagement.

Selection Criteria

Essential

- 8+ years’ experience in media, advertising, marketing, commercial partnerships or related industries, with demonstrated experience working with major brands.
- A proven track record of developing strategic partnerships, driving revenue growth and delivering commercial outcomes.
- Demonstrated success leading multidisciplinary projects across strategy, creative, and subject matter specialists to achieve impact.
- Strong expertise in stakeholder engagement, with the ability to influence and build relationships at the leadership level to achieve revenue based outcomes.
- A strategic and innovative mindset, with experience identifying market opportunities and developing commercially impactful solutions.
- Demonstrated ability to manage multiple concurrent programs with different timelines, audiences, and success metrics.
- Strong understanding of paid digital channels, email marketing, and audience acquisition strategies.
- Experience briefing and managing external agencies and suppliers.
- Data savvy, able to set KPIs, read campaign results, and make evidence-based decisions.
- Familiarity with CRM or marketing automation platforms.
- Strong communicator. Able to translate strategic thinking into briefs, plans, and presentations for non-marketing stakeholders.
- Tertiary qualifications in Business and/or Marketing fields.

Desirable

- Experience in or alongside the non-profit, social enterprise, or advocacy sector.
- Experience with brand partnerships, digital marketing, merchandise production, fulfilment logistics, or e-commerce.
- Knowledge of or genuine interest in environment, law, public participation and democratic engagement.

General

All staff have a responsibility to:

- Develop and maintain a good knowledge of EDO's role and policies.
- Comply with professional obligations, EDO's policies and procedures, and legal obligations.
- Represent EDO in a positive and effective manner by actively demonstrating EDO Values.
- Attend and contribute actively and constructively at staff meetings.
- Actively engage with and contribute, where possible, to EDO's Reconciliation Action Plan (RAP)
- Maintain appropriate records, assist with office administration, such as files, computer and precedent systems.
- Seek opportunities for personal and professional development, particularly related to the team and position's specific areas of responsibility.
- Respond to requests by clients and fellow staff in a knowledgeable, professional, constructive and respectful manner.
- Provide accurate and timely data and information for reporting, fundraising and communications purposes.

Commitment to EDO's Values & Cultural Pillars:

All employees are expected to contribute to a workplace culture that reflects EDO's values and cultural pillars through their actions, behaviours and decision-making.

Thriving People & Professional Excellence

- Demonstrates professionalism, accountability, and commitment to continuous learning.
- Contributes to a safe, respectful, and supportive workplace where people can thrive.
- Delivers high-quality work and seeks opportunities to develop capability and expertise.

Shared Direction & Courageous Action

- Works collaboratively toward shared organisational goals and purpose.
- Demonstrates initiative, adaptability, and courage in addressing challenges and opportunities.
- Supports innovation and contributes positively to organisational change.

Grounded in Clarity, Strengthened by Trust, Driven by Ownership

- Acts with integrity, transparency, and accountability.
- Builds trust through respectful communication and follow-through on commitments.
- Takes ownership of responsibilities and contributes to effective decision-making.

Inclusive Impact

- Values and respects diverse perspectives, backgrounds and lived experiences.
- Demonstrates cultural competence and contributes to a culturally safe and inclusive workplace.
- Supports EDO's commitment to justice, equity, diversity and inclusion, including meaningful engagement with First Nations peoples and communities.

Purposeful Joy

- Contributes to a positive, connected, and respectful workplace culture.
- Supports the wellbeing of colleagues and celebrates achievements and contributions.
- Brings enthusiasm, curiosity and optimism to their work.

Supporting EDO Values

- *Commitment* – Working together to achieve environmental justice and positive outcomes for communities.
- *Diversity* – Respecting and valuing difference, inclusion and cultural safety.
- *Integrity* – Acting ethically, professionally and with accountability.
- *Vision* – Embracing innovation, creativity and continuous improvement.