INVICTUS AUSTRALIA
UNCONQUERED TOGETHER

Invictus Australia strengthens the physical and mental wellbeing of military veterans and their families through the power of sport and recreation.

Position Description

Social Media & Digital Marketing Coordinator

Organisation: Invictus Australia
Team: Marketing and Communications
Reports to: Marketing and Communications Specialist
Direct reports: Nil
Location: Sydney, Hybrid work
Employment type: Full time

Overview

Invictus Australia connects current and former serving defence personnel and their families with sport and recreation opportunities that support wellbeing, connection, confidence and community.

The Social Media & Digital Marketing Coordinator is a hands-on role within the Marketing and Commercial team, with a strong focus on social media, content creation, copywriting and digital campaign delivery.

This role is suited to an organised, creative and resilient marketer who enjoys creating content, writing for different audiences, growing social media communities, building EDMs, updating websites and using data to understand what is working.

Working in a small and fast-moving team, the Social Media & Digital Marketing Coordinator will help bring Invictus Australia's mission to life across social media, email, website, fundraising platforms and digital campaigns. The role will support storytelling across local community sport, fundraising campaigns, partner activations, research and advocacy, and participation in international adaptive sport events including the Invictus Games and other international sporting opportunities.

This is a role that requires both creativity and maturity. Invictus Australia's communications often involve stories of service, injury, illness, transition, recovery, grief, family support and suicide prevention. The successful candidate will need to be thoughtful, steady under pressure, respectful of sensitive content and comfortable working in an environment where priorities can shift quickly.

Role purpose

1. Support the planning, creation, delivery and reporting of social media and digital marketing activity across Invictus Australia's key channels.

2. Help tell authentic, evidence-led stories about the role of sport in strengthening the wellbeing of veterans and families in a way that increases audience reach and engagement
3. Support the Marketing and Commercial team across various marketing functions, as needed

Key responsibilities

The successful candidate requires expertise in the digital marketing disciplines and best practices to support various Invictus Australia audiences, which include veterans and their families, corporates, government, and the general public.

1. Social media

- Plan, create, schedule and publish channel-specific social media content across Invictus Australia's channels which include Facebook, Instagram, LinkedIn, X, Youtube and TikTok.
- Lead day-to-day community management, across social media channels.
- Keep up to date with social media trends, platform changes and content formats, and make practical recommendations for Invictus Australia channels.
- Manage organic, boosted and paid social media activity as needed

2. Content creation and storytelling

- Day to day responsibility for content creation and management of website and digital platforms in compliance with brand guidelines
- Execute regular EDM creation and measurement
- Help translate research, impact data and program outcomes into accessible digital content.
- Create blogs, biographies, news articles and other content needs
- Support veteran and family storytelling, ensuring content is handled with consent, accuracy and sensitivity.
- Create simple branded graphics, templates, video content and digital assets using Canva, Adobe suite or similar tools.
- Work with internal team members, external suppliers and agencies to coordinate content where required.

3. Website and digital platforms

- Update and maintain website content using WordPress or similar content management systems.
- Support basic SEO best practice.
- Identify simple improvements to website content, user experience and accessibility.

4. Fundraising & Commercial Alignment

- Help create digital content that supports donor engagement, stewardship and conversion.
- Support fundraising activities with digital marketing platforms & promotion where applicable.

5. Analytics, reporting and optimisation

- Identify trends, insights and opportunities to improve digital content and campaign performance.
- Maintain a test-and-learn approach across social media, email, website and digital campaigns.

6. Team collaboration and ways of working

- This role sits within a small team, so the successful candidate will need to be flexible, reliable and willing to support a broad range of marketing and activities.
- Manage competing priorities calmly and communicate clearly when timelines or requirements shift.
- From time to time, this role may require weekend work, after-hours support or domestic and international travel to support events, campaigns and key Invictus Australia activities. We recognise the additional time this may require, and time off in lieu will be provided in line with organisational policies.
- Support the Marketing and Communications team with other tasks as required.

Success measures

Success in this role will be demonstrated by:

- Consistent delivery of timely, accurate and engaging social media content.
- Strong day-to-day support for Invictus Australia's social media channels and online communities.
- Digital content that reflects Invictus Australia's mission, brand and evidence-led communications approach.
- Improved engagement across social, EDM and website channels.

Behavioural:

- Ability to communicate and work with a range of stakeholders across internal staff, government, ESO, corporate, ambassadors and veterans
- A strong communicator who can adjust tone for different audiences and platforms.
- Calm and organised delivery during busy or high-pressure periods.
- Respectful and careful handling of sensitive stories and content.

Capabilities required

Essential skills and experience

- 1–2 years' experience in social media, digital marketing, communications, content creation or a similar role.
- Strong writing skills across social media, EDM, website and campaign content.
- Experience creating and scheduling content across Facebook, Instagram, LinkedIn, TikTok and YouTube, including filming video content on a phone and basic editing.
- Experience using design tools to create branded digital assets.
- Experience building or supporting EDMs using platforms such as HubSpot or similar.
- Experience updating websites through WordPress or another CMS.
- Ability to work collaboratively with different teams and stakeholders.

Desirable skills and experience

- Experience in a not-for-profit, sport, health, fundraising, government, veteran or purpose-led organisation.
- Experience with CRM systems such as Hubspot and basic audience segmentation.
- Photography, videography or interview experience.
- Familiarity with trauma-informed, consent-led or sensitive storytelling.

Suggested platforms and tools

The successful candidate may work across platforms including:

- Meta Business Suite
- Instagram, Facebook, LinkedIn, TikTok and YouTube
- WordPress
- Hubspot or similar EDM platform
- Raisely or similar fundraising platform
- Canva or Adobe Creative Cloud Suite
- Google Analytics 4
- Microsoft Office, SharePoint and Teams

Experience across every platform is not required. The successful candidate should be confident learning new systems quickly.

Working at Invictus Australia

This is an opportunity to use social media and digital marketing skills for a clear purpose: helping more veterans and families connect through sport, community and shared experience.

The Social Media & Digital Marketing Coordinator will play a practical role in helping Invictus Australia reach the people who need its programs, tell stories that matter, support fundraising and partnerships, and strengthen the organisation's digital presence across Australia.

At Invictus Australia, we are committed to creating an inclusive and supportive work environment that empowers our employees to thrive. We offer a range of benefits, including:

- Professional development opportunities
- Hybrid working arrangements, with a mix of office and work-from-home days.
- Salary packaging / salary sacrificing options available.

Process

To apply please prepare a cover letter and copy of your CV and send to Marketing and Communications Specialist at spizzinato@invictusaustralia.org by COB 27th July 2026. Job applications may close early if a suitable candidate is found.

The Invictus Australia team is based in Sydney and operates a hybrid working model whereby some days are in an office environment, and some are from home.

You can read more about Invictus Australia on our website here.