

Position Description

Position:	Marketing & Fundraising Communications Coordinator
Reports To:	Brand & Marketing Manager
Classification Level:	Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Based at 214-218 Nicholson St Footscray + remote Flexible work arrangements including the ability to work from home, travel to other ASRC sites required, as necessary.
Date Update:	2 July 2026

Organisational context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. We are an independent not-for-profit organisation whose programs support and empower people seeking asylum to maximise their own physical, mental and social well being through a range of direct services as well as participating in law reform, campaigning and lobbying.

About the Portfolio and Department

The Brand & Marketing team is responsible for growing awareness of the ASRC, increasing engagement with our work and driving revenue across fundraising campaigns, events and social enterprises.

Through marketing, communications, digital channels and content, the team helps attract new supporters, deepen relationships with existing supporters and inspire people to take action through donating, fundraising, advocacy, volunteering and purchasing from our social enterprises.

The team leads the promotion of major fundraising appeals, campaigns and events, while also providing marketing support across the organisation. This includes managing the ASRC website, email marketing, social media, digital advertising, content production, public relations and brand management.

Position Purpose

The Marketing & Fundraising Communications Coordinator is responsible for delivering integrated marketing and communications campaigns that grow support, engagement and income for the ASRC.

The role sits within the Brand & Marketing team and works in close partnership with the Giving & Experience team to develop the fundraising communications for the ASRC's individual giving appeals, including the Winter Appeal, End of Year Appeal, February Appeal and September Appeal. A key focus of the role is writing compelling fundraising copy across direct mail, email, web, SMS, social media and other campaign channels that inspires people to take action and donate.

The role is responsible for planning and delivering email marketing, supporter journeys, audience segmentation and campaign communications that acquire, engage and retain donors, regular givers, community fundraisers and other supporters. It also supports campaign marketing, media opportunities, ambassador and influencer engagement, paid and earned media activity, and campaign reporting and optimisation.

Through all communications, the Marketing & Fundraising Communications Coordinator ensures the ASRC's voice remains clear, compelling and aligned with our values, trauma-informed approach and Words That Work framework.

Key Accountabilities

Fundraising Copywriting & Supporter Communications

- Lead the development of fundraising copy across appeals, campaigns, donor journeys and stewardship communications.
- Write compelling, audience-focused content that drives supporter acquisition, retention, engagement and income growth.
- Develop fundraising communications across email, web, SMS and direct mail
- Translate complex issues into clear, emotionally engaging and action-oriented communications aligned with the ASRC's values and trauma-informed approach.
- Collaborate with fundraising and program teams to identify stories, impact reporting and supporter engagement opportunities.

Marketing Campaigns & Supporter Engagement

- Develop and deliver integrated marketing campaigns that drive supporter engagement, fundraising outcomes and brand awareness, including the promotion of individual giving fundraising appeals such as the Winter Appeal, End of Year Appeal, February Appeal and September Appeal.
- Coordinate the delivery of campaigns across owned, earned and paid channels, working with internal stakeholders and external suppliers to ensure activity is delivered on time and to a high standard.

- Manage email marketing activity, including campaign planning, audience segmentation, email build, testing, deployment and reporting.
- Develop and implement supporter journeys and automated communications that strengthen relationships with donors, regular givers, community fundraisers and other supporters.
- Work closely with the Giving & Experience and Data teams to implement audience segmentation, targeting and personalisation strategies.
- Coordinate paid media, public relations, ambassador and influencer activity to maximise campaign reach and impact.
- Manage relationships with external agencies, designers, suppliers and creative partners to support campaign delivery.
- Produce campaign reports and performance insights, providing recommendations to optimise engagement, conversion and fundraising outcomes.
- Support the effective operation of marketing systems, workflows and processes, including the coordination of organisation-wide marketing requests.

All ASRC People Will:

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace.
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life.
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.

Key Selection Criteria

Essential Skills, Experience & Qualifications

Essential

- Tertiary qualifications in Marketing, Communications, Journalism, Fundraising or a related discipline, or equivalent professional experience.
- Exceptional copywriting, storytelling and editing skills, with the ability to write compelling, audience-focused content across a range of channels and formats.
- Demonstrated experience developing fundraising, marketing or supporter communications that drive engagement, action and revenue outcomes.
- Strong understanding of audience segmentation, supporter journeys and customer engagement principles.
- Experience planning, coordinating and delivering integrated marketing campaigns from concept through to evaluation.
- Experience managing email marketing campaigns and marketing automation platforms.
- Understanding of trauma-informed, ethical communications and respectful representation.

- Ability to maintain a consistent tone of voice and apply brand guidelines across all communications.
- Strong project management, organisational and time management skills
- Experience monitoring campaign performance and using data and insights to inform future activity.
- Excellent interpersonal and stakeholder management skills, with the ability to collaborate effectively across teams and with external partners.
- Ability to work independently, exercise initiative and manage competing priorities in a fast-paced environment.
- A genuine alignment with the ASRC's values and mission.

Desirable:

- Lived experience of seeking asylum
- Knowledge of the policy context and the barriers faced by people seeking asylum in Australia

Policy and screening requirements

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.

I have read and understood and agree to perform the responsibilities outlined in this position description.

Name:

Date:
