

POSITION DESCRIPTION

General Information:	
Position Title:	Digital Creative Production Lead
Incumbent:	
Function & Team/Program:	Digital Campaigns – Marketing – Fundraising
Location(s):	Flexible
Manager's Position Title:	National Manager, Digital Campaigns
Manager's Name:	Katherine Ong
Date Prepared:	28 May 2026
Prepared By:	Katherine Ong
Approved By:	Louise Woods
Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)	
The Digital Creative Production Lead is responsible for the end-to-end coordination and delivery of digital creative assets for The Smith Family's fundraising campaigns and appeal. This role ensures creative is clear, timely on brand and fit for each digital channel, and able to support strong campaign performance. The role acts as the bridge between campaign strategy and digital creative delivery—translating campaign requirements into structured briefs, coordinating production across agencies and internal stakeholders, and ensuring digital creative outputs meet both brand and platform requirements. This role will primarily consist of Creative Asset Coordination (65%), relationship management (25%), team support (10%).	
Scope: Operates in a job share arrangement with shared accountability for outcomes.	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
Nil	Nil
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
Not Applicable	Digital Fundraising Targets
Other Dimensions of this Position	
- The role provides digital creative recommendations to marketing and fundraising stakeholders to improve campaign delivery, channel suitability and supporter engagement. - The role provides ad hoc support to the Digital Campaigns team during peak campaign periods and assists with campaign administration, reporting inputs and supplier coordination.	
Setting Priorities (<i>how is work prioritised</i>)	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily, weekly, monthly, quarterly and yearly, and according to campaign and project timelines

How often does employee determine the priorities of others?	Not Applicable
---	----------------

Key Relationships (<i>Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with</i>)	
Internal	• National Manager, Digital Campaigns • Digital Media & Advertising Manager • Social Media Campaign Manager • Digital Media and Advertising Team • National Manager, Operation Manager • National Direct Marketing Manager • Group Manager, Individual Giving • Marketing Team • Campaigns Team • Content Team • Digital Production & Innovations Team
External	• A range of agencies as required including but not limited to: • Creative & copywriting agencies • Media agencies • Designers • Specialist digital agencies • Media publishers

Key Decision Making in this Role: (<i>What are the key decisions and recommendations made in this role?</i>)
Decisions expected, made in collaboration with managers: • Decide the most appropriate production approach for agreed digital creative assets, including timelines, briefing requirements, supplier inputs and approval steps. • Decide when creative outputs require further refinement before approval to ensure they meet the brief, brand standards, campaign objectives and channel requirements. • Decide how to manage day to day supplier and stakeholder follow up so creative production remains on track and issues are escalated early. •
Recommendations Expected: • Improvements to creative briefs based on execution-level performance insights • Adjustments to asset requirements to improve delivery and effectiveness • Management of suppliers in order to meet timings and costs • Management of creative production for digital channels • Spot early performance signals, including hook winners, fatigue trends, and scaling opportunities • Actively seek opportunities to innovate and make recommendations for process improvements to increase efficiency and scale

Every Team Member at The Smith Family:

- Is expected to uphold The Smith Family Values and Culture;
- Understands and complies with the Child Protection Framework;
- Takes reasonable care for the health and safety of themselves and others;
- Understands and complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

Key Responsibilities / Accountabilities:	
Major Area: <i>Digital creative production management</i>	65 % of Job Total:

Manage the end to end delivery of digital creative assets across all appeals, ensuring assets are delivered on time, on brief, on brand and ready for agreed digital channels.
Collaborate with internal stakeholders to identify and develop digital creative asset requirements for fundraising campaigns, then translate those requirements into clear, structured briefs that support efficient production and effective campaign delivery.
Attend photo shoots, liaising with relevant stakeholders to ensure captured content meets the creative brief, digital channel requirements and campaign objectives.
Manage external creative agency relationships during production, providing clear and timely feedback so digital creative assets meet the brief, brand requirements, campaign objectives and agreed deadlines
Review digital creative messaging and visual identity to ensure each asset aligns with campaign objectives, brand guidelines and channel requirements, to meet performance expectations
Support ongoing optimisation of the creative processes and workflows within the team
Propose and lead digital fundraising creative experiments using research, creative trends and campaign insights to test new approaches and improve digital fundraising outcomes.
Analyse creative performance metrics and apply learnings to future digital campaigns to improve creative effectiveness, audience engagement and campaign results.
Develop and maintain protocols, templates and resources that clearly communicate digital channel specific requirements and improve the quality and consistency of creative delivery.
Conduct market research and analysis to identify best practice approaches for high performing video and creative assets across key channels.
Ensure all stakeholders are informed about new digital creative assets, production progress, approvals and delivery risks so campaign teams can plan and respond effectively.
Major Area: <i>Digital Campaigns Support</i> 10 % of Job Total:
Collaborate with the Digital Media and Advertising Manager and Social Media Campaign Manager to develop and implement content ideas that support digital campaign strategy, channel performance and fundraising objectives.
Provide the Digital Media and Advertising Manager with campaign invoices for monthly processing and maintain accurate financial administration to support timely supplier payment and budget tracking.
Contribute clear insights on creative performance to campaign reporting, helping the team understand what worked, what can be improved and what should be tested next
Major Area: <i>Relationship management</i> 15 % of Job Total:
Build positive and productive relationships with internal stakeholders to support transparent communication, efficient workflows and smooth campaign delivery.
Proactively update key stakeholders on creative developments, production issues and agreed resolutions so campaign risks are managed early and delivery remains on track.
Liaise with external creative suppliers to ensure digital creative assets are delivered on time and meet the brief, brand guidelines, digital channel specifications and campaign objectives.
Contribute clear insights on creative performance to campaign reporting, helping stakeholders understand creative learnings and opportunities for future improvement.
Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)
• Liaising with a diverse set of stakeholders across multiple functions with varying levels of digital/social literacy • Adhering to varied approval processes based on topic area of content. • Managing multiple campaigns and competing timelines simultaneously • Aligning creative delivery with evolving campaign and media requirements • Coordinating other internal teams successfully to deliver key campaign requirements
Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)

Education / Qualifications / Memberships:	Essential	Desirable
	Relevant tertiary qualifications in fundraising, marketing or related field	Knowledge of FIA code
Experience:	Essential	Desirable
	- At least three years' experience in a digital media, digital content, marketing or creative production management role - Strong project management and organisational skills with the ability to manage multiple campaigns simultaneously - Demonstrated experience in managing third party suppliers to achieve objectives/goals in a timely and cost-effective manner - Intermediate level understanding of digital advertising landscape, in particular core channels of social, display, native, performance max and google ads	- One to two years' experience in fundraising or the charity sector - Excellent stakeholder management - Familiar with advertising platforms (Meta, Google Ads) - Experience working within a large and dynamic team - Experience managing video, content or campaign production - Basic design experience with Adobe Creative Suite or Canva - Short-form video editing capability - Proactive, collaborative and solutions-focused - Experience using Microsoft Excel for reporting
Competencies:	Essential	Desirable
	- A strong attention to detail with the ability to maintain brand and creative consistency. - Ability to be flexible and agile in ways of working - Strong verbal communication skills for articulating ideas to team - Ability to work in a team as well as autonomously - Strong interpersonal and communication skills – ability to interact and collaborate with other teams and agencies - Experience liaising with creative agencies and coordinating creative production workflows. - Understanding digital advertising channels and campaign requirements across social, display, video, and other digital platforms. - Collaborative mindset with strong stakeholder management abilities. - Ability to multitask work under pressure and delivery to	- Team player with demonstrated consultative skills - A strong interest in the not-for-profit sector, particularly education and children's related causes - A proactive, collaborative approach to work

	timelines • Excellent English grammar and spelling, and strong proofreading and editing skills • Passion for staying up to date with digital trends	
--	---	--