



Position Description - Communications and Media Manager

July 2026

Indigenous Marathon Foundation (IMF)

Location: Canberra, ACT (or WFH location)

Employment type: Full-time (ongoing, subject to funding)

Reports to: National Manager Partnerships, Philanthropy and Strategic Campaigns

IMF seeks to recruit First Nations staff whenever possible, however the position is open to Indigenous and non-Indigenous applicants.

About the Indigenous Marathon Foundation (IMF)

The Indigenous Marathon Foundation (IMF) was founded in 2010 by World Marathon Champion and current Foundation Director, Robert de Castella AO MBE. The IMF is a national health promotion charity using running to drive improved health, education, leadership and social outcomes for Aboriginal and Torres Strait Islander peoples.

IMF delivers programs including:

- **Indigenous Marathon Project (IMP)** – a leadership and marathon program
- **RAW Running and Walking Groups** – over 100 community-based groups nationally
- **FrontRunners** – leadership and community development for IMP graduates
- **I-CAN** – physical literacy and nutrition education in remote primary schools
- **The Warrior Project** – a justice-focused, running-based wellbeing and leadership program delivered in correctional and youth detention environments

Demand for IMF services is growing, and IMF is increasingly driving a strategic narrative to position IMF in delivery of its mission of a unified, reconciled and healthy Australia.

IMF is a Child Safe Organisation. All employees of IMF must abide by IMF Child Safe Policy and commit to for promoting and protecting the safety and wellbeing of children and young people.



About the role

IMF is seeking an energetic person with excellent communications and media skills, and who has an interest in health, fitness and First Nations Australia, to manage delivery of IMF's communications and media.

The IMF Communications and Media Manager is responsible for the positioning, promotion, communication, marketing & public relations of the Indigenous Marathon Foundation and its programs. They will also develop and implement IMF's marketing and communications strategy and programs and proactively manage media relations.

This role is supported by a part-time social media content creator.

The role will work directly with Aboriginal and Torres Strait Islander peoples and their communities. The ability to easily and authentically connect with, interview, talk with, and navigate their stories sensitively is crucial. It is also important to understand diverse media production and be able to be directly involved in production where required.

The position also works with media, event organisers, the running community, IMF sponsors and corporate partners, companies, and organisations, as well as with State, Territory and Commonwealth Governments and Departments.

Key is the ability to position IMF's narrative to both Aboriginal and Torres Strait Islander People and to the 97% of non-Indigenous Australians.

The role is dynamic in nature and will require some domestic travel into regional and remote areas across Australia, and some international travel from time to time. There will be times when this role is required to work outside of normal working hours with time in lieu for work outside of normal hours.

The position reports to the National Manager Partnerships, Philanthropy and Strategic Campaigns but will work closely with Founder and CEO Mr Robert de Castella and other IMF Program Managers.



Responsibilities

- Develop and deliver marketing, communications and digital strategies that increase brand awareness, community engagement, and fundraising outcomes.
- Developing high-quality communications and marketing materials, ensuring all outputs are consistent with IMF's tone of voice, messaging, and brand.
- Supporting the delivery of integrated marketing and communications strategies that effectively promote IMF's priorities, programs, and impact
- Driving media opportunities – drafting press materials, pitching stories and building strong journalist relationships
- Growing the reach and visibility of our content through creative distribution and industry networks.
- Lead media relations activities, including proactive media pitching, responding to media enquiries.
- Supporting in briefing spokespeople, including developing briefing notes for media opportunities with key messages and talking points to ensure they are on message across media engagements and public appearances.
- Monitoring, analysing, and reporting on PR performance, including media coverage, campaign outcomes and insights for continuous improvement.
- Foster and maintain key external relationships with media, event, corporate and community stakeholders.

Selection Criteria

Essential

- Tertiary qualifications in communication, journalism, or a related discipline.
- Demonstrated experience in marketing and communications, including fundraising.
- Strong content creation, social media, and writing skills.
- Experience with website management, email marketing, and digital campaigns.
- Excellent communication and stakeholder engagement skills.
- Strong project management and organisational skills.
- Experience working with and an understanding of Aboriginal and Torres Strait Islander peoples and communities.



- Proficient in MS Office suite and experience using Meta Business Suite, Canva Pro, Mailchimp, WordPress, Google Analytics and Social media platforms - IG, Facebook, YouTube and LinkedIn.
- The ability to work independently and be an integral part of a small and dedicated team.

Desirable

- Proficiency with the Adobe suite software.
- Experience in the not-for-profit sector.
- A good understanding of and a passion for health and fitness.
- Proficiency in utilising a DSLR camera and drone.
- Video editing and production.
- Media training experience.

Role location

The role is preferred (but not essential) to be in Canberra (ACT).

Remuneration and benefits

- Remuneration will be consistent with experience and qualifications, in the vicinity of \$100,000 to \$110,000 plus superannuation.
- Salary packaging and FBT benefits are available (IMF is a registered health promotion charity).
- Laptop, phone, and travel resources provided.
- One week's cultural leave for Aboriginal and Torres Strait Islander employees.