

POSITION DESCRIPTION:

Marketing and Communication Lead

Position Title:	Marketing and Communication Lead
Classification:	Social, Community, Home care and Disability Services Industry (SCHADS) Level 5 Full Time
Position Number:	4.3.92
Reports To:	General Manager, Corporate Services
Direct Reports:	Nil
Team	Marketing and Communications
Key internal contacts	General Manager, Corporate Services Chief Executive Officer Director Client and Clinical Services Fundraising Lead Communications Officer (NSW SVH) Head of Advocacy Head of Training
Key external contacts	Media Contractors Corporate Partners Sector colleagues

PURPOSE OF THE POSITION

The Marketing and Communication Lead will lead the delivery of a high impact strategic marketing and communications program promoting Full Stop's strategic goals, brand and service awareness and growing the support base for Full Stop Australia.

They will collaborate with team members to deliver key marketing and communication outcomes to support our critical work in response, advocacy and education as a leading sexual, domestic and family violence service in Australia.

Participation in an after-hours on-call roster for media enquiries is a condition of employment for this position.

KEY ACCOUNTABILITIES

The Marketing and Communication Lead will:

- Support the development and implementation of Full Stop Australia's marketing and communications strategy.
- Support brand awareness through media and advertising campaigns, event marketing, digital marketing, social media and other strategic channels as needed.

- Manage day to day media relations, including proactive and reactive media, briefing Executive spokes people and monitoring media for opportunities to advance Full Stop's goals.
- Participate in an on-call roster to manage media enquiries.
- In conjunction with subject matter experts lead design of consistent branding, fundraising and communication collateral organisation wide.
- Write, edit, and distribute content, (in collaboration with higher management) including social media, publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organisation's activities, products and/or services.
- Coordinate responses to media enquiries, arrange interviews and manage media events.
- Develop proactive communication activities to ensure the organisation leads on relevant matters.
- Coordinate social media calendar and activity across all channels.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Seek opportunities to enhance the reputation of the brand and coordinate media events as required.
- Contribute to Full Stop Australia's marketing and communications activities to inform:
 - Systems management and design (CRM, CMS, Design, Digital Tools).
 - Reporting analytics and engagement.
- Contribute to the marketing and communications budget development.
- Consult with clinical staff to ensure best practice and trauma informed communication and marketing activities.

The Marketing and Communication Lead will also:

- Comply with the organisation's policies and procedures.
- Work in accordance with the organisation's best practice and quality assurance framework.
- Participate in the organisation's projects and activities.
- Attend and actively participate in the organisation's meetings.
- Maintain an awareness of social, political and feminist issues.
- Participate in professional development.
- Ensure work practices are ethical and comply with Full Stop Australia's Code of Ethics and the code of the any professional associations the employee may be a member of.

KNOWLEDGE, SKILLS AND EXPERIENCE

Essential

- Three years' experience in a Marketing and Communication role.
- Relevant tertiary or post graduate qualification or equivalent experience
- Demonstrated experience in media relations and briefing Executive to support media engagement.
- Strong knowledge of relationship management, stakeholder engagement and event coordination.

- Excellent verbal, written and interpersonal skills.
- Passion for developing engaging social media content.
- Ability to respond quickly to opportunities. Good time management and organisational skills.
- Demonstrated proficiency in graphic design tools (Canva; Indesign or Illustrator); experience with Campaign and CRM management systems eg Hubspot or similar; Understanding of Website content management system CRAFT or similar.
- Demonstrated ability in working cross-culturally.
- Commitment to and understanding of the provision of services from a feminist perspective.
- Knowledge of the causes and consequences of sexual assault, family and domestic violence, and an understanding of particular issues faced by priority populations.

Desirable

- Experience working in the non-government sector.

Sighted and agreed to by Marketing and Communications Lead:**Name:** _____**Signature:** _____**Date:** DD/MM/YYYY

Created:	July 2026
Review due:	December 2026
Consultation by:	General Manager, Corporate Services, Chief Executive Officer
Approval by:	Chief Executive Officer