

Position Description

Position title:	Digital Engagement and Administration Officer	Date:	July 2026
Reporting to:	Communications and Campaigns Manager	Location:	Carlton (hybrid)
Job type:	Part time (0.8 FTE)	Direct reports:	0

Mission

To help people and institutions, regardless of their status or beliefs, to minimise serious harms from legal or illicit drugs.

The Role

The Digital Engagement and Administration Officer plays a pivotal role in delivering Penington Institute's communications by combining high-quality digital engagement with exceptional administrative support. The role is responsible for managing the organisation's digital channels, creating engaging content, and growing supporter participation, while also maintaining the systems, records, workflows and coordination that enable the Communications team to operate effectively. Success in this role requires someone who enjoys balancing creativity with organisation, has outstanding attention to detail, and takes equal satisfaction in producing engaging content and ensuring the administrative foundations are accurate, efficient and well managed.

Areas	Tasks and Responsibilities
Community engagement	• Manage day-to-day engagement across Penington's social media channels building a responsive, trusted, and active online community. • Monitor comments, engage with followers, grow and deepen connections across all active channels. • Collaborate creatively with the communications team to find new and innovative ways to increase social media engagement. • Represent Penington Institute professionally through all community communications and engagements.

Content creation & digital channel management	• Plan, create, and publish engaging content across social media and website platforms • Coordinate community-involved (UGC) content creation, including seeking supporter-generated stories, photos, videos, lived-experience perspectives, and creative contributions. • Track trending content across all social media platforms and stay current with internet culture to drive brand relevancy. • Manage day-to-day operations of digital channels, ensuring content accuracy, accessibility, and alignment with organisational mission, values and goals. • Create compelling digital content and stories that increase understanding of drug-related issues and increase supporter engagement.
Supporter growth, activation & program development	• Grow the supporter community by increasing reach, engagement, and participation across digital channels and campaigns, such as International Overdose Awareness Day (IOAD) • Encourage supporter actions such as sharing content, becoming content creators, hosting IOAD events, or participating in policy-focused actions • Monitor and respond appropriately to social media comments, questions, tags and shares of Penington posts • Coordinate community-led digital engagement initiatives that empower supporters to create, participate, and share content that elevates community voice.
Reporting & continuous improvement	• Track and report on digital performance, audience trends, and engagement metrics. • Use insights to optimise content, strengthen supporter journeys, and digital community engagement.
Communications administration and coordination	• Maintain the organisation's CRM, ensuring data is accurate, up-to-date and consistently recorded • Develop and manage accurate communications distribution lists to support targeted outreach • Maintain content calendars, project trackers and communications workflows to ensure campaigns and communications are delivered on time. • Coordinate approvals and ensure communications are scheduled and published according to agreed timelines. • Maintain clear and well-organised records of communications activities and campaign outputs • Proofread and quality-check communications materials to ensure accuracy, consistency and professionalism • Assist with inbox management • Support campaign coordination and reporting
Team collaboration	• Work closely with internal team members to understand and amplify the work of Penington Institute. • Actively contribute to organisational processes and meetings.
Other	• Other duties, as required
VALUES	• Productivity • Integrity

	• Compassion • Persistence • Empowerment
WELLBEING	All team members work to build and maintain a workplace environment and culture that supports healthy lifestyle choices. • Ensure you work in a safe way, and without risk to health both physical and mental wellbeing. • Reduce the risks of injury or illness in the workplace so far as reasonably practicable. • Avoid short cuts which could put yourself or someone else at risk. • Report work-related hazards and incidents to the Corporate Services Manager including any issues with mental health. • Ensure reasonable care for your own health and safety and for that of others in the workplace by working in accordance with legislative requirements and Penington Institute's occupational health and safety (OHS) policies and procedures.
LEADERSHIP	Leadership isn't just for managers. We expect all team members to be leaders at Penington Institute. • Empower others and promote collaboration. • Invest in the growth and development of the team. • Treats all people equally and honestly. • Be on top of compliance and best practice of your area. • Work well with key stakeholders in other areas of the business. • Work beyond your scope to better business processes and practices. • Encourage people to have a view and raise issues for consideration and discussion.