



position description

Job Title:	Marketing Coordinator
Position ID:	New
Location:	Yuggera/ Tuurbal – Milton
Division/Programme:	Marketing & Fundraising
Immediate Manager:	Senior Growth Marketing Manager
Direct Reports:	Nil

about us

yourtown is a trusted provider of services for young people, with a focus on mental health and wellbeing, long-term unemployment, prevention of youth suicide, child protection, and support for those experiencing domestic and family violence.

We exist to help young people realise they can tackle whatever life throws at them — to believe in their unique strengths, tenacity and self-determination, and to create the path they want for themselves.

Our goals are achieved through genuine collaboration with community. We depend on the support of donors, sponsors, governments and Art Union supporters to fund our vital services, giving children and young people the confidence to rise up and keep moving forward to achieve their potential.

yourtown has a zero-tolerance approach to abuse and we believe that safeguarding is a shared responsibility of all, for all.

purpose of the position

The Marketing Coordinator plays a key role in supporting the Senior Growth Marketing Manager to deliver high-impact, multi-channel campaigns that drive engagement, acquisition, and retention across yourtown's fundraising and community programs. This role contributes to campaign execution, creative quality assurance, social content creation (including Kids Helpline and Parentline), and reporting. It requires strong attention to detail, creative judgment, and the ability to manage multiple projects and stakeholders in a fast-paced environment.

responsibilities

May include, but are not limited to:

- **Campaign Support & Reporting**
 - Coordinate campaign activities across digital, social, email, and direct channels.
 - Prepare and analyse campaign performance reports to inform optimisation.
 - Support the Senior Growth Marketing Manager in evaluating campaign activities against objectives and KPIs.
 - Manage creative traffic flow and ensure timely delivery of assets.
- **Digital Media**
 - Assist with social media channel responses as needed
 - Work with stakeholders to plan and deliver campaigns and content calendars aligned to fundraising activity, draws and key promotional activities
 - Develop and optimise EDM campaigns including building, scheduling and deploying emails within the CRM platform

- Provide actionable insights and recommendations to improve campaign effectiveness, audience engagement and revenue performance
- Monitor and report on social media performance and engagement metrics.
- Assist with production updates to digital channels as required (e.g. CMS Optimizely web CMS, social media, etc.)
- **Creative & Content Production**
 - Support creative quality assurance (QA) processes to ensure all assets meet brand and technical standards.
 - Coordinate direct mail and print management, donor EDMs, and website updates.
 - Assist in developing creative briefs and liaise with designers, copywriters, and external suppliers.
 - Maintain organised records of creative assets, reports, and collateral.
- **Administrative & Vendor Support**
 - Process invoices and maintain accurate campaign documentation.
 - Liaise with vendors and suppliers to support campaign delivery and production timelines.
 - Contribute to workflow improvements and ensure compliance with procurement and brand standards.

at yourtown our team members:

- Adopt a culture of individual and organisational accountability, shared mission, mutuality of respect and responsibility, growth mindset and continuous improvement.
- Invest in their own ongoing professional development through active learning and feedback.
- Solve problems using a super-team approach, leveraging diverse thinking to create a future-ready workforce.
- Engage respectfully and meaningfully with Aboriginal and Torres Strait Islander communities and support yourtown's Stretch Reconciliation Action Plan.

selection criteria

Essential

- Relevant tertiary qualification in marketing, communications, or related field with 2-4 years working experience
- Strong written and visual communication skills.
- Proven ability to manage multiple projects and deadlines in a dynamic environment.
- Proficiency in digital tools and platforms (social media, email marketing, web, analytics).
- Collaborative approach and ability to work effectively within cross-functional teams.

Desirable

- Digital media content creation.
- Experience in fundraising, community engagement, or not-for-profit marketing.
- Familiarity with Kids Helpline and Parentline audiences and messaging.
- Understanding of creative production workflows and vendor coordination.



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- Experience with CRM or campaign management platforms.

requirements

The Marketing Coordinator must always:

- Comply with relevant state or territory requirements for working with children.
- Maintain a satisfactory National Criminal History Check.
- Hold an unrestricted current Driver's Licence.
- Comply with **yourtown's** immunisation procedure.
- Demonstrate conduct aligned with **yourtown's** Code of Conduct.
- Maintain confidentiality and discretion.
- Align to the mutuality of safety and wellbeing for self and others.
- Uphold **yourtown's** safeguarding commitment in every aspect of their role.

Review and Version Control				
Version	Authorised by	Approval Date	Effective Date	Comment
V1.0	Jodie McAloney	15/07/2026	15/07/2026	New entry level position