

POSITION DESCRIPTION

Position title	Communications and Marketing Coordinator		
Employment status	Contract	FTE	0.6 FTE
Salary	\$75,000 - \$80,000 (Pro-Rata)		
Reports to:	Fundraising Campaigns & Engagement Manager		
Location:	Melbourne, Australia		

Overview

The Communications & Marketing Coordinator leads StreetSmart's integrated approach to donor and stakeholder communications - building awareness, deepening engagement, and driving action through high-quality, insight-driven content across digital and traditional channels.

This role ensures StreetSmart's voice and values are consistently reflected across every touchpoint - from fundraising campaigns and donor journeys to reports, proposals, collateral, and social storytelling. Working closely with our digital and brand agency and freelance designers, the role brings together strategy, content, and engagement to grow organisational visibility, donor loyalty, and community trust.

The role also plays a pivotal part in managing StreetSmart's web and social presence, supporting digital performance and optimisation, and expanding the organisation's supporter base through lead generation and acquisition and communications that inspire new and existing audiences to take action against homelessness.

Key responsibilities:

Communications Leadership

- Develop and deliver StreetSmart's communications and content strategy (and key storytelling moments) across all channels (web, social, print, donor-facing materials), supported by our Impact, Operations and Campaign team members.
- Manage agency relationships (digital, brand, creative) to ensure alignment with campaign and organisational goals.
- Oversee tone, narrative, and consistency across campaigns, web pages, social channels, and donor communications.
- Support research, thought leadership and communication activities that enhance StreetSmart's reputation, deepen connection with, and amplify the voices of our community partners.

Campaign Management

- Support communications planning and marketing execution for major campaigns (CafeSmart, DineSmart and new campaigns etc.) in collaboration with the Fundraising Campaigns & Engagement Manager, ensuring high-quality acquisition and engagement messaging
 - Work with StreetSmart's digital partners to develop and oversee lead generation activities that grow awareness, build interest, and expand StreetSmart's base of supporters and donors.
 - Work with the Fundraising Campaigns & Engagement Manager on the delivery of major appeals and collective-giving moments, ensuring strong storytelling, data-driven communication, and donor engagement across multiple channels.
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Donor Engagement and Experience

- Design and manage donor engagement journeys (from acquisition to retention), ensuring meaningful storytelling and value alignment
- Support onboarding communications for new donors and partners to ensure a warm, consistent, and mission-aligned introduction.
- Oversee donor impact engagement and updates that build trust, support retention, and drive gift uplift over time, in collaboration with the Impact Coordinator

Brand and Public Engagement

- Deliver initiatives that build awareness and brand recognition across media, partner, and public channels, working closely with the Campaign & Events Coordinator
- Oversee organic social media activity - planning, scheduling, writing, and community management with an emphasis on impact storytelling and campaign amplification.
- Manage creation of collateral (annual report, campaign summaries, flyers, posters, donor updates, etc.).

Digital Marketing & Web

- With external supports, own StreetSmart's web content strategy and management, ensuring the website reflects current campaigns, impact data, and key organisational messages,
- Work with our digital agency and internal staff to plan, brief, and review web development and optimisation tasks, ensuring alignment with brand and fundraising priorities.
- Act as StreetSmart's lead and agency manager for SEO, SEM, and digital marketing activities across Meta, Search and LinkedIn, ensuring performance oversight
- Oversee reporting on campaign performance, analytics, and insights, and provide recommendations to improve reach and conversion, including from email, SMS and online, via a multi-channel methodology

Selection Criteria

Essential to success in this role is your experience in managing multiple and competing priorities across various communication channels and internal projects with developed capabilities in strategic thinking, operational planning and ongoing delivery.

- Exceptional written and visual communication skills, with an ability to craft clear, authentic, and inspiring narratives for different mediums
- Strong understanding of web content management, SEO, SEM, and performance reporting, with experience managing external digital partners or agencies who will drive forward this work
- Demonstrated experience in multi-channel communications, donor engagement, or marketing within the nonprofit, social enterprise, or purpose-driven sector is desired
- A strong understanding of marketing communications systems such as Mailchimp, and database systems such as Salesforce, is desired (these are our current tools and this role will work on platform)
- Expertise in product ideation through planning, implementation and delivery, and project management
- Ability to interpret analytics and translate insights into creative and strategic improvements.
- Strategic thinker with the ability to balance creativity, brand integrity, and data-informed decision making.
- Collaborative and adaptable, able to work across functions in a small, fast-paced team environment.

StreetSmart Australia is an Equal Opportunity Employer. Aboriginal and Torres Strait Islander people, people with disabilities, LGBTQIA+ people, people with lived experience, and culturally and linguistically diverse people are strongly encouraged to apply. We are happy to adjust our recruitment process to support accessibility needs.

Last updated July 2026