



Digital Marketing & Design Specialist

Job Advertisement - Monday 17 August 2026

Permanent Part-time | 0.6 FTE | Work From Home (Australia)

Strategic Grants helps for-purpose organisations across Australia and New Zealand secure funding, build organisational sustainability and create lasting community impact through expert consulting, training and our GEMS Grants Portal. We are a values-driven, fully remote organisation with a strong reputation in the sector and ambitious plans for growth.

We are seeking a highly organised and creative Digital Marketing & Design Specialist to deliver Strategic Grants' digital marketing activities, audience engagement initiatives and visual communications.

About the role

Reporting to the Communications & Partnerships Manager, you will drive digital marketing performance, audience engagement and branded visual communications across Strategic Grants' digital channels. Combining digital marketing, analytics, marketing technology and design, you'll deliver campaigns, website optimisation initiatives, marketing assets and audience engagement activities that support Strategic Grants' growth and sector profile.

We're looking for someone who can work autonomously, manage competing priorities and consistently deliver polished, high-quality work.

This role focuses on digital marketing delivery, optimisation and design. Strategic communications strategy and primary content development are led by the Communications & Partnerships Manager.

Key Responsibilities

Digital Marketing & Audience Growth

- Manage Strategic Grants' LinkedIn presence and support team members in maximising engagement.
- Plan, implement and optimise digital marketing initiatives aligned with organisational objectives.
- Monitor, analyse and report on campaign, website and audience performance.
- Support SEO and website optimisation activities that improve visibility and engagement.
- Provide practical insights and recommendations based on marketing analytics and performance data.

Email Marketing & Marketing Technology

- Manage Campaign Monitor and related marketing platforms.
- Build, schedule and optimise email marketing campaigns.
- Develop audience segmentation strategies that improve engagement and campaign performance.
- Maintain marketing databases and support data quality.
- Identify opportunities to improve automation and digital workflows.

Design & Content Production

- Design professional marketing assets, social media graphics, event collateral and promotional materials.
- Develop branded presentations and visual communications for internal and external audiences.
- Produce high-quality digital and print-ready materials that align with Strategic Grants' brand standards.
- Support webinars, workshops and online events, including presentation design, online facilitation support and video content management.

Digital Publishing & Social Media

- Schedule and publish content across digital channels including LinkedIn.
- Manage social media calendars and digital publishing schedules.
- Monitor social channels and ensure content remains professional, relevant and engaging.
- Collaborate with the Communications & Partnerships Manager to maximise the impact of strategic communications.

About You

You are a digitally savvy marketing and design professional who combines creativity with strong organisation, attention to detail and analytical thinking.

You will bring:

- Qualifications in Digital Marketing, Design, Communications or a related discipline, or equivalent experience.
- Demonstrated experience in digital marketing, campaign delivery, audience segmentation, email marketing and marketing analytics.
- Strong graphic design and document production skills.
- Advanced capability with Canva and/or Adobe Creative Suite.
- Excellent PowerPoint and presentation design skills.
- Experience managing LinkedIn business pages and optimising audience engagement.
- Experience using Campaign Monitor or similar email marketing platforms.
- Experience interpreting campaign and audience data to inform future activity.
- Exceptional attention to detail and commitment to producing high-quality work.
- Outstanding organisation and time-management skills, with the ability to manage multiple priorities independently.
- Demonstrated ability to manage multiple priorities and deadlines using digital project management systems.
- An interest in the not-for-profit or for-purpose sector would be highly regarded.

Why Join Strategic Grants?

- Join a respected organisation making a meaningful difference across Australia and New Zealand.
- Enjoy a flexible, fully remote work environment.
- Take ownership of your projects and see your work make a tangible impact.
- Work with a passionate, values-driven team committed to helping for-purpose organisations thrive.

Apply Now

If you're a talented digital marketer and designer who enjoys creating exceptional work and using data to drive decisions, we'd love to hear from you.

Please submit your resume, portfolio (or examples of relevant work) and a brief cover letter outlining your experience and what attracts you to this opportunity.

Apply via this link: <https://strategicgrants.hrpartner.io/jobs>

Applicants **MUST** be based in an Australian capital city.

The successful applicant will be required to complete a National Police Check prior to commencement.