

POSITION DESCRIPTION

Position Title	Marketing & Engagement Coordinator
Position Summary	The Marketing & Engagement Coordinator supports the delivery of Homelessness NSW's Integrated Growth Strategy through the coordination of events, member engagement initiatives and creative marketing activities. The role delivers engaging events and forums, develops high-quality marketing and promotional materials, supports membership growth initiatives, and enhances organisational visibility. Working collaboratively across the organisation, the Marketing & Engagement Coordinator creates meaningful engagement opportunities that strengthen connections with members, partners, supporters and stakeholders.
Reports To	Communications, Fundraising & Engagement Manager
Direct Reports	Nil
Classification	<i>Social, Community, Home Care and Disability Services Industry Award 2010</i> Social and Community Services Employee, Level 4.1
Last Review	August 2026

Key Duties and Responsibilities

Events & sector engagement

- Coordinate the planning and delivery of conferences, forums, webinars, Communities of Practice and other member and sector engagement activities.
- Manage event logistics, including registrations, venues, suppliers, resources and participant communications.
- Coordinate event promotion and develop event materials, including presentations, signage, programs and attendee resources.

Marketing & creative

- Partner with internal teams to deliver marketing, graphic design and promotional materials that support organisational priorities, campaigns and initiatives.
- Coordinate digital marketing campaigns across social media, email and website channels to increase awareness, participation and membership growth.
- Create engaging digital content and multimedia assets, including graphics, video, presentations and promotional materials.
- Maintain brand consistency across marketing, communications and event materials, and manage shared creative assets and templates.

Membership growth & engagement

- Support membership recruitment, retention and engagement initiatives through marketing campaigns, events and sector activities.
- Monitor marketing, event and engagement performance, preparing reports and insights to support continuous improvement.

- Contribute to continuous improvement initiatives that strengthen marketing, member engagement and organisational effectiveness.

Coordination & systems

- Maintain marketing, event and membership information within CRM and other organisational systems.
- Provide project coordination and administrative support across the Communications, Fundraising & Engagement team.
- Perform additional duties as required by Homelessness NSW.

Experience

- Demonstrated experience coordinating online and in-person events and digital marketing activities.
- Demonstrated graphic design and video editing skills, with experience using Canva, Adobe Creative Suite or similar platforms.
- Strong organisational and project coordination skills, with the ability to manage multiple priorities and deadlines.
- Excellent written and verbal communication skills, with the ability to build effective relationships with internal and external stakeholders.
- Experience using digital platforms and organisational systems, including website content management systems, social media platforms, email marketing platforms and CRM databases.
- Ability to monitor and report on marketing, event and engagement activities to support continuous improvement.
- Experience working within a not-for-profit, community, membership or peak body environment is highly desirable.

Qualifications and Certifications

- Relevant qualifications in marketing, events, communications, digital media or a related field, or equivalent experience.
- Driver's licence