

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

Position Summary

The Digital Marketing & Creative Manager leads Raise's digital marketing, creative design and brand activity to grow awareness, engagement and conversion across key audiences.

The role is responsible for digital campaign performance, website optimisation, creative direction and the consistent execution of Raise's visual brand across digital and print channels. Working closely with all areas of the organisation, the role translates organisational and campaign priorities into compelling creative solutions that support mentor and mentee recruitment, fundraising, partnerships and community engagement.

Using audience insights, performance data and contemporary digital marketing practices, the role continually improves creative effectiveness, digital engagement and return on investment.

Reporting Structure

The Digital Marketing & Creative Manager reports to the Chief Fundraising & Marketing Officer.

Key Responsibilities and Outcomes

Digital Marketing and Campaigns

- Plan, deliver and optimise integrated digital marketing campaigns that attract mentors, mentees, donors, partners and supporters.
- Develop and execute SEO, SEM and paid digital activity to improve visibility, qualified traffic, audience growth and conversion.
- Use audience segmentation, campaign testing, retargeting, marketing automation and performance reporting to improve campaign effectiveness and budget efficiency.
- Contribute to the responsible use of emerging and AI-enabled marketing tools in alignment with Raise's brand, voice, values and privacy requirements.

Website and Digital Growth

- Maintain and enhance the Raise website, ensuring best practice in user experience, accessibility, SEO, online visibility and conversion optimisation.
- Analyse website performance, audience behaviour and supporter journey data to identify opportunities to improve engagement and conversion.
- Monitor digital performance measures, including CTR, CPA, conversion rates, audience growth, budget efficiency and return on investment.
- Collaborate with internal stakeholders and external suppliers to maintain accurate, engaging and strategically aligned website content.

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

Creative Direction, Design & Brand Stewardship

- Lead the creative development of integrated marketing and advertising campaigns that build awareness, engagement and participation across key audiences.
- Develop and produce high-quality creative assets and organisational collateral, including annual and impact reports, pitch decks, event collateral, program resources, templates and brand materials.
- Act as custodian of Raise's visual brand identity, ensuring communications, campaigns and creative assets are executed to a high standard and consistently align with brand guidelines and messaging frameworks.
- Support and influence staff across Raise to apply brand guidelines and best-practice communication standards consistently.

Visual Storytelling & Content

- Translate complex information, impact data, youth mentoring stories and organisational priorities into engaging visual content and storytelling assets.
- Develop creative concepts that bring Raise's mission, programs and impact to life across multiple platforms.
- Collaborate with internal stakeholders, photographers, videographers, agencies and content creators to develop high-quality multimedia assets.
- Ensure creative outputs are tailored to audience needs, channel requirements and campaign objectives while maintaining a consistent Raise voice.

Fundraising & Partnerships

- Develop high-quality proposals, presentations, impact reports and marketing materials that support fundraising, sponsorship and partnership opportunities.
- Create supporter-facing materials that communicate organisational impact and strengthen donor and partner engagement.
- Partner with Fundraising and Partnerships colleagues to translate funding priorities, supporter insights and impact evidence into persuasive, visually engaging materials.

Analytics & Creative Project Management

- Apply audience insights, A/B testing, campaign learnings and performance data to improve creative effectiveness and marketing outcomes.
- Manage the end-to-end creative process from concept development through production, approvals and delivery.
- Coordinate multiple creative and digital projects, managing timelines, priorities, stakeholders and supplier relationships.
- Recommend practical improvements to systems, processes, templates and ways of working to improve efficiency, consistency and quality.

Skills and Experience

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

Essential Experience and Qualifications:

- Tertiary qualifications in graphic design, visual communication, digital marketing, communications or a related discipline, or equivalent professional experience.
- Significant experience in a similar role encompassing graphic design, brand management, digital marketing and campaign delivery.
- Experience creating high-quality digital and print collateral for marketing, communications, fundraising or engagement initiatives.
- Experience managing brand identity and ensuring consistent application of brand guidelines across an organisation.
- Experience working in, or creating communications for, NFP, education, youth, community, fundraising or partnership environments would be highly regarded.

Professional Skills

- Strong visual communication skills and the ability to translate strategy, data, audience insights and key messages into effective creative solutions.
- Strong stakeholder and project management skills, with the ability to collaborate effectively across teams and with external suppliers and creative partners.
- Excellent written, verbal and visual communication skills, with a strong understanding of storytelling and audience engagement.

Technical and Analytical Skills:

- Advanced proficiency in Adobe Creative Cloud, including InDesign, Photoshop, Illustrator and related design tools.
- Experience managing websites and digital content platforms, including Umbraco or similar CMS platforms.
- Experience developing or supporting digital advertising across platforms such as Meta, Google and LinkedIn, with a sound understanding of SEO, SEM, email marketing and marketing automation.
- Ability to analyse campaign, website and digital marketing performance data using tools such as Google Analytics, Google Search Console and platform reporting tools.
- Experience using CRM systems, ideally Salesforce, and contemporary digital, presentation and workflow tools, including Microsoft 365 and Canva.

Additional Requirements:

- Completion of Raise selection process, including Youth Safety Checks
- Must hold a current Working with Children (Employee) Check and National Crime Check.
- Experience as a Raise Mentor (ideal but not essential).

Youth Safety Responsibilities:

All roles at Raise contribute to maintaining a Youth Safe, Youth Friendly environment. This includes:

- Adhering to the Youth Safety Code of Conduct
- Completing required training and screening requirements

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

- Maintaining appropriate professional boundaries with young people
- Reporting any concerns relating to the safety or wellbeing of young people

Qualities and Personal Attributes

The ability to demonstrate leadership in the following essential qualities and attributes:

- Genuine passion for supporting young people and commitment to supporting young people and aligning with Raise Foundation's purpose, mission and vision.
- Warm and approachable and builds genuine connections with diverse stakeholders through a positive and professional approach.
- Inspired by working in a dynamic, rapidly evolving non-profit organisation with a strong vision for growth.
- Collaborative, inclusive and supportive working style.
- Values open, honest, and clear communication to build trust and engagement.
- Acts with integrity, demonstrating a high level of professionalism, discretion, and respect for confidentiality.
- A creative thinker with a strong eye for design, storytelling and brand excellence who uses data and insights to continuously improve outcomes.

Digital Marketing & Creative Manager Rights

Integrity and honesty

A psychologically and physically safe and inclusive working environment

Support and clear direction from the Raise CEO and Executive Management Team

Clear guidelines on expectations through well communicated policies and procedures

Confidentiality, respect and professionalism

Flexibility and balance

Valued and accepted by Raise Foundation

Key Performance Indicators (KPIs)

The measurable outcomes for this role are as outlined in the detailed organisational KPIs and as agreed directly with your manager.

The role also contributes to the following Marketing team outcomes:

- Contribute to the delivery of annual mentor recruitment targets through effective marketing, digital, content, campaign and engagement activity.
- Contribute to the delivery of annual mentee recruitment targets through effective marketing, digital, content, campaign and engagement activity.
- Increase quality engagement with Raise's website, campaigns and communication channels.
- Build Raise's brand awareness nationally.

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

- Strengthen engagement with schools, mentors, young people, partners, supporters and community stakeholders.
- Work cohesively with other Raise teams to achieve the best possible outcomes for young people.

High level organisation goals

1. Deliver mentoring and training programs that have a significant impact
2. Expand that impact to more young people, organisations and communities
3. Ensure we do it sustainably

Raise Foundation Overview

Our Purpose, Mission, Vision and Impact

Raise significantly improves youth wellbeing by connecting trained and trusted mentors with every young person in Australia who needs one. Raise ensures young people thrive through adolescence, believe in themselves and others, and are equipped with tools for life.

Raise Foundation Personality

We are passionate about our work and the benefits we create for our mentees, mentors, team members, partners and communities. We have six values that express our shared understanding of what we believe, how we behave, and what we aspire to as an organisation:

Be Courageous – we are imaginative, driven, progressive, confident

Show Heart – we are kind, passionate, sincere, empathetic

Give Respect – we believe in acceptance, equity, inclusivity

Apply Integrity – we operate with authenticity, accountability, transparency

Bring Vitality – we are positive, fun, energetic, inspiring

Deliver Excellence – we are evidence-based, responsive, consistent, experts in our industry

Youth Safe, Youth Friendly Organisation

Raise Foundation is committed to being a Youth Safe, Youth Friendly organisation and will, for all young people who come into contact with our programs, provide welcoming, safe and nurturing services for young people, work to prevent child abuse and neglect within our services, appropriately and immediately address child abuse and neglect if it occurs, and place the interests of any young person suffering from harm, or at risk of harm, above the interests of any other individual or the organisation.

Raise Foundation Position Description

Title	Digital Marketing & Creative Manager
Version	August 2026

This position description provides an overview of the key responsibilities and expectations of the role. It is not an exhaustive list of duties, and the incumbent may be required to undertake additional tasks as needed. The description may be updated periodically to reflect evolving business needs. It does not form part of the employment contract. As the incumbent gains experience, they will be encouraged to take initiative, propose improvements, and contribute to the ongoing effectiveness of the role.