

Position description

Title of the role:	Marketing and Communications Coordinator
Classification:	Non-Award Contract based on National Employment Standards
Program Area:	Marketing and Communications
Location:	Fairfield, Victoria
Reports to:	Senior Marketing Advisor
Last Revised:	July 2026

About Wellways

Wellways Australia is a leading not-for-profit organisation dedicated to ensuring all Australians lead active and fulfilling lives in their community. We work with individuals, families and the community to help them imagine and achieve better lives. We advocate for change to make sure people can access the best possible care and information when they need it. We provide a wide range of services and assistance for people of all ages with mental health issues, disabilities, and those requiring community care.

Wellways is an equal opportunity employer that offers generous salary packaging and opportunities to undertake professional training and development. People with lived experience, Aboriginal and Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds bring highly valued skills to our workforce.

Our Values

Honesty:

- We are open and sincere in all interactions
- We show compassion and consideration to all our stakeholders
- We take responsibility for our actions

Acceptance

- We champion and respect all voices and choices
- We accept people no matter how complex their needs
- We see the person, the family and the community

Fairness:

- We believe everyone has the right to equal opportunities
- We challenge social injustice and advocate for change
- We collaborate to solve problems

Commitment:

- We are committed to our work and we won't give up
- We have the courage to make decisions and are accountable for our actions
- We dare to go down new roads and challenge accepted wisdom

Participation:

We promote participation and transform lives and communities
We value the expertise and contribution of everyone we work with
We build knowledge and lead conversations

Our approach to service delivery

Our recovery services are guided by our values and informed by our Community Recovery Model. This approach to Recovery means we work at 3 levels, with the individual, with their families and friends and with the community. Wellways' Community Recovery Model recognises that developing skills, building confidence and strengthening relationships will help people to recover and to live independently. The model provides an evidence-based approach to create individually tailored, effective recovery support packages. Wellways assists individuals to develop the capacity to manage their own wellbeing, equip family and friends with information and skills, and engage community members in support networks.



Advocacy Services

We have a strong advocacy program, informed by the lived experience of people with mental health issues or disability, their families and friends. Members of Wellways play a vital role in developing our advocacy platform. We advocate for systemic change that will create better conditions and improved opportunities across the range of services and supports we offer, including people and their families living with mental health and / or disabilities, and carers.

All our recovery services and advocacy programs:

- Support and create opportunities for recovery
- Value cultural diversity
- Value peer participation and leadership (participant and carer)
- Are underpinned by evidence-based best practice

Position Summary

As *Marketing and Communications Coordinator*, you will play an important role in bringing the Wellways story to life. Working closely with the Senior Marketing Advisor and National Marketing and Communications team, you will support the delivery of Wellways and integrated services marketing, communications and brand initiatives that build awareness, strengthen engagement, and connect people with our services and communities.

You will contribute to campaigns, service promotion, and internal and external communications across a range of channels, helping to ensure our messaging is clear, consistent and meaningful. From coordinating marketing collateral and print production to creating digital content for social media and websites, you will help deliver high-quality communications that resonate with diverse audiences.

This is a highly collaborative role that requires strong communication and relationship-building skills. You will work with stakeholders across Wellways and external partners to coordinate projects, support campaign delivery, and ensure activities are completed on time, within budget, and aligned with brand guidelines.

Reporting to the Senior Marketing Advisor, you will be part of a creative and purpose-driven team committed to amplifying the voices of the people and communities we support, while helping Wellways achieve its strategic goals and vision for a society where everyone can imagine and pursue their hopes and aspirations.

Refer to **Attachment 1** for a reference to the overall Wellways organisation structure.

Responsibilities

Strategy and Planning	• Reporting to the Senior Marketing Advsor, assist with the development of the Wellways and integrated services marketing plans, and activity rollouts. • Maintain the marketing activity plan calendar and contribute to maintaining and developing effective marketing processes. • Support in the planning and delivery of key fundraising campaigns, and maintain and develop fundraising platforms and processes. • Support maintain internal and external stakeholder relationships, including with external suppliers. • Support to increase recognition of Wellways as a trustworthy provider of quality services and programs by participants, stakeholders and the wider public.
Marketing	• Create briefs and work with the internal design and communications teams to ensure efficient, effective delivery of campaigns, collateral and assets. • Provide support on marketing best practice to internal stakeholders through the development of effective tools and resources. • Write copy for marketing materials as required. • Maintain the internal marketing request inbox and triage in a timely manner. • Provide support as required to internal and external events.

	• Maintain print and merchandise portals as required. • Develop and implement Lived Experience feedback and input processes.
Communications	• Provide support in the creation and capture of Social Media content. • Provide support in the coordination and writing of news stories, testimonials and updates for both intranet and website, as required. • Provide coordination of the monthly internal staff newsletter, ListenWell.
Reporting & Admin	• Be familiar with marketing and communications policies and processes. • Ensure all materials are delivered on brand and on message. • Evaluate fundraising campaigns and providing results reports. • Manage marketing budget as allocated.
Team & Leadership	• Contribute to a positive, supportive and inclusive team culture. • Lead by example and live the Wellways values in every interaction with team members, participants and external stakeholders. • Attend to other duties as requested by the National Marketing & Communications Manager, and Communications Manager.

Essential Requirements, Knowledge, Experience and Skills

Qualifications & Essential Requirements	• Relevant Tertiary Qualifications for example: marketing, communications, health promotion or business (or relevant work experience). • Satisfactory Police Records Check. • Satisfactory Working with Children Check. • Right to work within Australia. • NDIS Worker Orientation Module Certificate. • Availability to participate in some out of hours work activities as required. • Current valid Driver's Licence and the ability to undertake some intra-state and inter-state travel as required.
Technical Knowledge and Experience	Required: • Demonstrated experience in developing and/or implementing marketing plans. • Practical understanding of branding, marketing and advertising principles and practices. • Excellent writing and editing skills. • Experience in digital communications. • Strong to advanced skills with Microsoft Office Suite • Critical thinker with the ability to respond with sound judgment on both internal and external communication and communication issues. • Demonstrated experience in event planning and/or delivery. • Experience in managing regional/inter-state stakeholder relationships. • Ability to collaborate. • Successful implementation and evaluation of project activities. • Demonstrated ability to produce quality, accurate work to strict deadlines. • An ability to work with culturally and linguistically diverse communities and individuals. Desirable not not essential: • Prior experience working within the mental health sector or a disability/health/community/NFP organisation. • Knowledge of website analytics and social media insights. • Experience with CRM databases Salesforce or similar • Design and video production programs experience. • Email platform experience.

Skills	Communication • Excellent and effective communication skills, verbal and written including the ability to develop reports. Interpersonal • Strong skills in developing and maintaining relationships with staff and other key stakeholders. • Able to see things from others point of view and confirm understanding of that point of view. • Able to express personal views in a constructive and diplomatic manner. • Able to reflect on how one's own emotions impact on others. Organising and Planning • Able to identify more and less critical activities and operates accordingly, reviewing and adjusting as required. • Able to develop and implement systems and procedures to guide work and track progress. • Able to recognise barriers and find effective ways to deal with them. • Able to identify processes, tasks and resources required to achieve a goal Self-Management • Ability to work autonomously and seek solutions independently. • Able to plan and prioritise work to ensure outcomes are achieved. • Takes the time to think things through. • Able to anticipate one's own reactions to situations and prepare accordingly.
Compliance	• National Police Check • International Police (if required) • Current Working with Children Check-employment • Evidence of right to work in Australia • NDIS Workers Screening Check • 100 points of identification • NDIS Workers Orientation Modules – free online course

Additional Information

This position description may be modified from time to time to reflect organisational changes. Any changes will be discussed and agreed with the incumbent.

Financial Delegation: As per delegation schedule

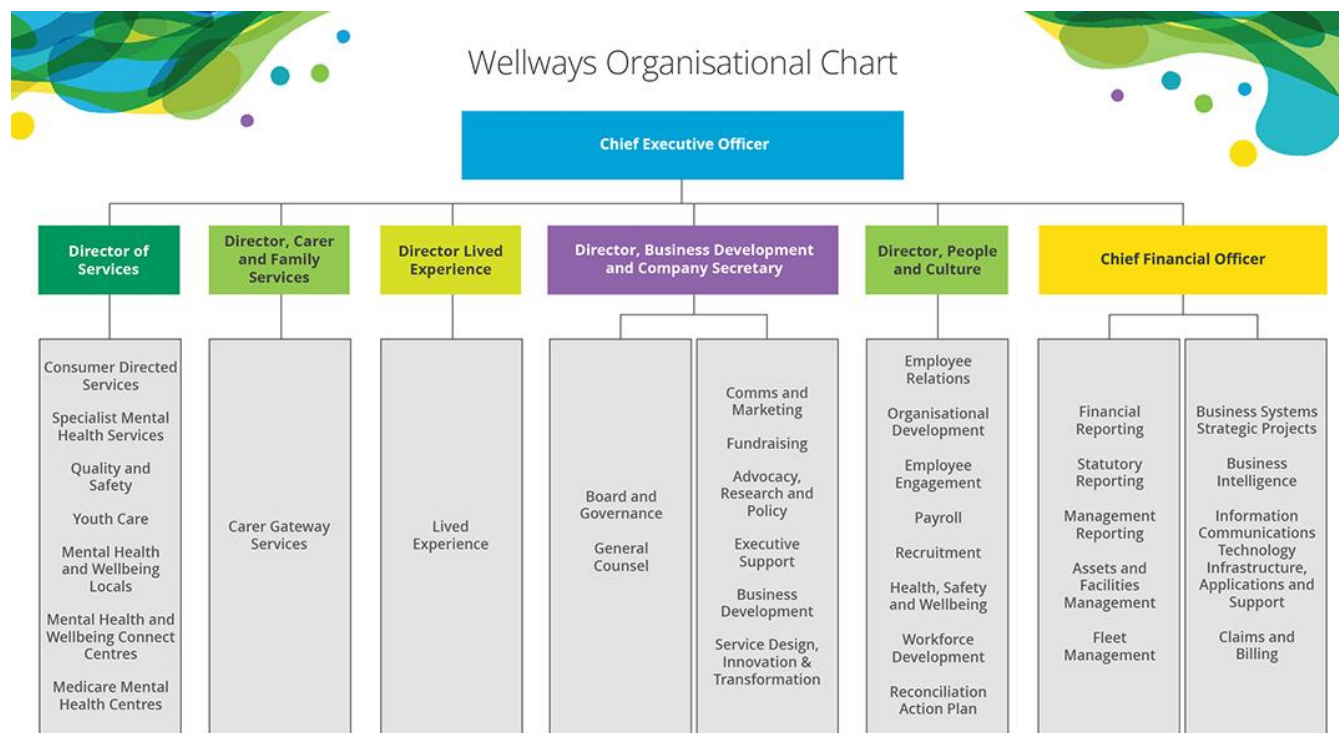
People – Number of Directs: 0

Travel Percentage: As required

On Call: n/a

Special Requirements: Working after hours at specific events may be required.
Some intra-state and inter-state travel will be required.

Attachment 1



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