

Position Description

Title:	Marketing & Communications Lead
Reports to:	General Manager, Fundraising, Marketing & Digital
Location:	Remote
Award:	Award Free
Employment Type:	Permanent Full-time (1.0 FTE)
Hours/Days:	Monday to Friday, 9am to 5pm (37.5 hours per week)
Direct Reports:	Nil
Date of Review:	September 2026

Position Purpose

The Marketing & Communications Lead shapes how Support Act connects with the people at the heart of our work, and those who make our work possible. From music workers reaching out to our Crisis Relief Support team or our Wellbeing Helpline, to event attendees, donors and funders, every audience should hear from us clearly and with care.

The role owns our website, eDMs and social media channels, and runs an efficient marcomms calendar that serves every part of our work: fundraising, mental health programs, First Nations programs, Crisis Relief and general communications. It speaks to all our audiences, ensuring clarity and consistency. It is a rare opportunity to join a friendly, efficient and passionate team, and use your marketing and communications skills to make a real difference for the Australian music and creative industries.

Key Responsibilities

Marketing & Communications

- **Planning:** develop and deliver the annual marketing and communications plan with the GM, own the marcomms calendar.
- **Brand:** ensure the cohesiveness of the Support Act brand, safeguarding a consistent tone of voice, visual identity and key messaging that protects the trust and respect Support Act has built across the music industry and beyond.
- **Email:** lead our email communications in Mailchimp, including newsletters, campaign and appeal eDMs and automated journeys, using Salesforce data to build segments and improve open, click and conversion rates.
- **Website:** own the WordPress website, keeping content accurate and up to date, and work closely with our web development agency on larger projects and improvements.
- **Social media:** plan, create and schedule content across our social channels, growing reach and engagement and responding to messages in line with our process for people seeking help.
- **Campaigns and content:** write compelling copy for newsletters, social posts, appeals and campaigns, source impact stories with care and consent, and work with our PR agency on campaign launches.
- **AusMusic T-Shirt Day:** play a key role in planning and delivering our annual AusMusic T-Shirt Day campaign, leading its marketing and communications across email, web and social.
- **Tracking and reporting:** maintain and champion effective conversion tracking in GA4 for all channels, prepare quarterly reports and propose improvements.
- **Salesforce data:** keep marketing data in Salesforce accurate, working with our Salesforce administrator.

SUPPORTACT

The heart & hand of Australian music

- **People:** work closely with the General Manager - Fundraising, Marketing and Digital on strategy and planning; support the CEO on external communications, preparing content for their review and sign-off; mentor junior team members.

Other

- Undertake other duties and responsibilities consistent with the scope, level and intent of the position, as reasonably directed.
- Represent Support Act professionally and positively when engaging with stakeholders, partners, supporters and the broader community.
- Comply with all organisational policies, procedures, values and relevant legislative requirements.

Key Selection Criteria

Experience, Knowledge and Skills

- Strong experience with Mailchimp or a similar email platform, including automations and segmentation
- Strong experience managing a WordPress website
- Proven campaign copywriting skills, with examples of your work
- Experience planning and managing social media channels for an organisation
- Proficient in Canva
- Experience using Salesforce or a similar CRM
- Confident using data, including GA4, to track and improve results
- Well organised and able to manage multiple campaigns and deadlines
- Experience communicating about mental health, with an understanding of safe messaging guidelines such as Mindframe
- Experience communicating respectfully with First Nations communities, or a willingness to learn
- Experience in a not-for-profit organisation and in fundraising copywriting is highly regarded

Personal Attributes

- A genuine commitment to supporting music workers in crisis.
- Creative, with strong attention to detail.
- Calm and organised under deadlines.
- Collaborative and positive.
- A willingness to travel for work-related activities, including meetings, events and program delivery, is essential.