
JOB TITLE	Marketing Coordinator (0.4 FTE)
DATE	September 2026
REPORTS TO	Relationship & Engagement Manager
LOCATION	164 Burswood Road, Burswood WA 6100
AWARD	Level 6 Social and Community Services (WA) Interim Award. Salary packaging available

POSITION DESCRIPTION

Position purpose	The Marketing Coordinator plays a key role in building public understanding of and support for CARAD's work. Working closely with the Relationship & Engagement Manager, the role develops and delivers content and campaigns that build awareness of the challenges facing people seeking humanitarian protection in Western Australia and grow support for CARAD among donors, partners, members, subscribers and the broader community.
Main tasks	Core objectives include: • Lead the development and distribution of e-newsletters for subscribers and supporters • Create and post content across CARAD's social media channels (Facebook, Instagram, LinkedIn) • Write and coordinate blog content for CARAD website • Coordinate content creation, including working with an external graphic designer on collateral • Organise the design and printing of posters and other printed materials • Maintain and update content on CARAD's website • Track marketing activity • Maintain consistent brand messaging across all channels and materials The above list is not exhaustive, and the role may change to meet the overall objectives of CARAD.
Other Duties	• Fulfil other duties as reasonably required by the Relationship and Engagement Manager
Required qualities	• Excellent writing and communication skills • Creative, with ability to create engaging content • Adaptable and efficient, with the ability to work with some autonomy • Ability to work under pressure and manage competing priorities • Strong organisational and time management skills, with a professional approach • Excellent attention to detail

SELECTION CRITERIA

Qualifications

- A qualification in Marketing or relevant field

Experience

- Demonstrated experience working in a marketing or communications role
- Experience creating content for social media, email and websites
- Experience with audience segmentation is desirable
- Experience working with CaLD clients and colleagues, including asylum seekers, refugees and detainees is desirable

Skills & competencies

- Comfortable working in Canva and other digital tools
- Experience with MailChip or similar email marketing platforms
- Confident using databases/CRM systems
- Solutions-focused, with good problem-solving skills
- Excellent organisational, time management and problem-solving skills with attention to detail
- Strong verbal communication and interpersonal skills with clients, volunteers, and staff from culturally and linguistically diverse backgrounds
- Desire to work within a team to contribute to the successful delivery of community programs
- Able to handle multiple issues concurrently and work well under pressure

Other requirements

- National Police Check
- Working with Children Check may be required
- Demonstrated understanding of and commitment to CARAD's purpose to provide advocacy and support for people who are seeking asylum, refugees or detainees, living in Western Australia as well as its values of social justice, independence, respect, flexibility, compassion, and collaboration

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

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Employee Name

.....
Signature

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Date

SIGNED BY CHIEF EXECUTIVE OFFICER

.....
Chief Executive Officer Name

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Signature

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Date