

## Position Description

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| <b>Position Title:</b>  | <b>Marketing &amp; Communications Manager</b>                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Department:</b>      | Fundraising & Engagement                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Reporting to:</b>    | Executive Manager Fundraising & Engagement                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Direct Report:</b>   | Social Media & Content Coordinator (PT)                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Location:</b>        | Head Office, 25 Barbara Street, Fairfield NSW 2165; and locations in the Fairfield LGA and Greater Western Sydney                                                                                                                                                                                                                                                                                                                 |
| <b>Classification:</b>  | Negotiated rate                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Salary:</b>          | \$100K-110K plus 12% superannuation and benefits                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Benefits:</b>        | <ul style="list-style-type: none"> <li>▪ Generous salary packaging, up to \$18.5K per annum</li> <li>▪ 17.5% Leave Loading</li> <li>▪ Two Gifted Days per annum, pro rata</li> <li>▪ Employee Assistance Program (free counseling and mental health support)</li> <li>▪ Discounts and Perks</li> <li>▪ Career Development &amp; Training</li> <li>▪ Discounted Childcare services - 40% discount on out-of-pocket fees</li> </ul> |
| <b>Employment type:</b> | <b>Full-time Hybrid</b>                                                                                                                                                                                                                                                                                                                                                                                                           |

### About Fair Foundations

Born from the heart of the Fairfield community in 1973, Fair Foundations was founded by the people, for the people. Established by a group of volunteers who saw the urgent need to support migrants and refugees facing social isolation and disadvantage, we became a safe landing for our community, building trust through understanding and care. Today, we continue this work across Greater Western Sydney as a place-based organisation driving equity and community-led change, delivering programs that bridge language and cultural barriers, enable social inclusion, and empower the community to create solutions together.

Guided by our love for humanity and social justice, we work to disrupt the cycle of disadvantage and help people find their place and forge a fair future.

**Our Purpose:** We help people find their place and forge a fair future.

**Our Mission:** Creating strong communities and fulfilling lives by disrupting the cycle of disadvantage in Fairfield and Greater Western Sydney.

**Our Vision:** Empowered, inclusive, resilient, multicultural communities.

#### Our Values:

- **Grit:** We stay dedicated to supporting our communities in achieving their goals and aspirations.
- **Love:** Love for humanity is at the heart of everything we do, treating every person with kindness, empathy, and respect.
- **Excellence:** We are continuously improving to achieve outstanding outcomes and impact for our communities.
- **Equity:** We ensure that every person has the support and resources they need to build a fulfilling life.
- **Integrity:** In everything we do, we are accountable, we are honest, we are responsible.

## Primary Purpose of the Position

Reporting to the Executive Manager Fundraising & Engagement (EMFE), the Marketing & Communications Manager leads the development and delivery of Fair Foundations' marketing and communications activity. The role strengthens Fair Foundations' brand presence, builds awareness of services and impact, and supports organisational priorities including fundraising and engagement, community awareness, service visibility and stakeholder communications. The role also provides day-to-day supervision and guidance to the Social Media & Content Coordinator. Working collaboratively across the organisation, the role oversees content, digital communications, media and campaign activity, using insights and reporting to guide continuous improvement.

## Main Duties and Responsibilities

### Marketing Strategy & Planning

- Lead the development and delivery of Fair Foundations' marketing and communications activity, ensuring it supports organisational priorities, including fundraising and engagement, community awareness, service visibility and stakeholder communication goals.
- Use audience insights, performance data and organisational priorities to shape marketing plans, campaigns and communications activity across key channels.
- Contribute to planning and monitoring marketing and communications budgets, ensuring campaign, supplier and promotional activity is delivered within approved parameters.

### Content, Brand & Communications

- Strengthen Fair Foundations' brand presence through clear, consistent and audience-appropriate messaging across all communications channels.
- Oversee the development of content that communicates Fair Foundations' services, outcomes, community impact and organisational story in a compelling and accessible way.
- Provide supervision, direction and support to the Social Media & Content Coordinator to ensure content planning, social media activity and digital communications are aligned with organisational priorities and brand standards.

### Digital, Media & Community Engagement

- Oversee integrated digital communications across social media, website and email marketing to build awareness, engagement and reach.
- Manage social media advertising activity, including campaign planning, audience targeting, budget monitoring and performance reporting to support reach, engagement and organisational objectives.
- Provide communications and engagement support to internal service teams for community-facing opportunities that promote programs, increase service visibility and strengthen relationships with local communities.
- Coordinate media, events and engagement opportunities that build Fair Foundations' brand presence, profile organisational impact and support broader awareness of the organisation's work.

### Stakeholder Collaboration & Reporting

- Work collaboratively with internal teams to surface stories, data and program information that support accurate, engaging and impact-focused communications.
- Use reporting and insights to assess marketing and communications performance, identify opportunities for improvement and guide future activity.

### **Work Health and Safety (WHS)**

- Take all reasonable and practical steps to support a safe and healthy workplace in accordance with relevant legislation and Fair Foundations' policies, procedures and guidelines.
- Identify, respond to and report unsafe work practices, hazards or incidents as soon as practicable, including completion of required reports within agreed timeframes.

### **Professional Responsibilities**

- Demonstrate a commitment to Fair Foundations' Code of Conduct, Purpose, Mission, Vision and values, and uphold the organisation's reputation through professional, respectful and ethical practice.
- Participate in supervision, professional development and learning opportunities, and undertake other duties consistent with the position when required and/or requested by the CEO, COO or EMFE.

## **Qualifications, Experience and Skills**

### **Essential Criteria**

- Relevant qualification or equivalent experience in marketing, communications, media, digital engagement or a related field.
- Demonstrated experience in marketing and communications, including campaign planning, content development, brand management and digital communications.
- Strong written and verbal communication skills, with the ability to develop clear, compelling and audience-appropriate content across multiple channels.
- Experience using insights, data and reporting to assess marketing and communications performance and inform future activity.
- Experience working collaboratively with internal stakeholders and external suppliers, partners or media contacts.
- Strong organisational skills, with the ability to manage multiple priorities, deadlines and projects concurrently.
- Proficiency in Microsoft 365 tools and familiarity with CRM, marketing automation, website, email marketing or social media platforms.
- Current NDIS Worker Screening Check and Working with Children Check, or willingness to obtain prior to commencement.

### **Knowledge, Skills and Attributes**

- Strong understanding of brand, audience engagement, digital communications and content development principles.
- Ability to translate organisational priorities, program information and impact data into accessible and engaging communications.
- Ability to build effective relationships across teams and work collaboratively to gather stories, data and communication inputs.
- High level of organisation, attention to detail and judgement in managing competing priorities.
- Initiative, adaptability and a proactive approach to continuous improvement.

## Key Relationships

Works under the supervision of the EMFE and maintains appropriate, effective relationships with:

- Relevant internal stakeholders across leadership, programs, fundraising and operations.
- External stakeholders, including community partners, media contacts, print contractors, designers, suppliers and promotional vendors.

## Extent of Authority

Within the guidelines of this Position Description:

- Has delegated authority to make day-to-day decisions within the scope of the role and in line with approved plans, organisational policies and instructions from the EMFE.
- Exercises professional judgement to support effective marketing and communications outcomes, with guidance available through relevant policies, procedures and senior leadership.
- Escalates matters involving strategic direction, budget commitments, media sensitivity, reputational risk or significant organisational implications to the EMFE, COO or CEO as appropriate.

## Working Conditions

Working conditions are as per employment contract.

- At Fair Foundations, the safety and wellbeing of every child is a shared responsibility we carry with care and purpose. We are committed to creating work environments where children and young people feel safe, respected, and heard.

This commitment is embedded across all areas of our organisation, from leadership and policies to the everyday interactions we have with children, young people, and their families. It applies to everyone involved in our work, including staff, volunteers, students, contractors, families and members of the wider community.

- All employees must adhere to and act in accordance with all Fair Foundations policies, procedures and guidelines including but not limited to the Fair Foundations:
- Other requirements include a valid NSW Driver's License, a demonstrated commitment to Work Health and Safety and cultural diversity principles, and completion of screening checks required for the role.