



RUAH COMMUNITY SERVICES POSITION DESCRIPTION

Business Entity	Ruah Community Services
Position Title	Brand and Communications Lead
Division - Department	Corporate Services - Marketing & Engagement
Position Classification	Level 6
Reporting to	Marketing and Communications Manager
Supervision of	NIL
Effective date	22 April 2026

Guided by our Vision, Mission and Values

Vision	Flourishing communities through the active participation and wellbeing of people with complex needs.
Mission	Empowering vulnerable and disadvantaged people to create meaningful change in their lives through provision of quality services.
Values	Respect, Integrity, Connection, Quality, Hope.

Diversity Statement

Everyone regardless of ability, age, culture, gender, race, sexual identity or intersex status are free to be themselves. Free to celebrate our differences. We are building a workplace where difference is embraced and encouraged.

Safeguarding Children & Young People Statement

Ruah has a zero tolerance against child abuse and are committed to the safety and wellbeing of children and young people, and their right to feel safe and be safe across all areas of our organisation.

We have a responsibility to understand the important and specific role we play, individually and collectively, to ensure that the wellbeing and safety of children and young people is at the forefront of every decision we make.

Position Intention

The Brand and Communications Lead exist to strengthen Ruah’s impact and reputation by ensuring marketing and communication activities are strategically aligned, effectively delivered and consistently reflect the organisation’s values. The role provides leadership, coordination and quality oversight across campaign delivery, digital communication, brand governance and team workflow.

The position leads the end-to-end management of Marketing & Engagement (M&E) campaigns, ensuring timelines, deliverables and resources are coordinated and delivered to a high standard. It also drives the



development, optimisation and governance of digital communication platforms, including websites, CRM systems and related processes, to improve user experience, engagement and organisational effectiveness.

A key responsibility of the role is to protect and strengthen Ruah's brand through strong editorial and quality oversight, ensuring all communications align with brand guidelines, tone of voice and strategic priorities. The role also provides day-to-day guidance to the M&E team, supporting consistent brand application, efficient workflow management and high-quality outputs.

Working closely with the Marketing and Communications Manager, the role helps strengthen connections with staff, clients, partners and the wider community, to build Ruah's brand reach and impact.

Key tasks, objectives, and responsibilities

Mission and Values	- Actively promoting and demonstrating behaviours and conduct that champions Ruah's values and commitment to ethical practice on behalf of clients. - Maintains confidentiality in accordance with Ruah policies. - Ensures adherence to organisational policies and procedures.
Marketing Campaign Delivery	- Oversee end-to-end project management of Marketing & Engagement (M&E) campaigns and strategies that promote the organisation's services, programs and community impact. - Ensure campaign timelines, tasks and deliverables are defined, tracked and delivered to a high standard using Monday.com. - Report to the M&C Manager on workflow, capacity and project status, to support effective resource allocation. - Lead integrated campaigns across digital, social media, email and event channels. - Monitor progress against plans and KPI's and identify risks, bottlenecks or delays early. - Maintain high standard across campaign outputs, ensuring consistency, accuracy and timely delivery.
Brand Governance	- Safeguard and strengthen Ruah's brand across all communication and marketing channels by upholding brand guidelines, tone of voice, values and messaging consistency. - Provide editorial oversight and quality assurance to ensure communications are accurate, clear and aligned with organisational identity. - Maintain strong content review and approval processes prior to publication. - Support brand integrity through consistent application of visual identity, storytelling standards and key messaging. - Champion culturally respectful and ethical communication that protect the dignity of the clients and communities.
Digital Communications and CRM Management	- Lead the development, implementation and optimisation of digital communication policies, systems and processes. - Oversee the performance and ongoing optimisation of websites, digital platforms and CRM systems. - Work with internal and external stakeholders to strengthen digital infrastructure, user experience and organisational effectiveness. - Ensure digital communication assets are current, accessible, reliable and aligned with organisational messaging. - Identify opportunities to streamline workflows and improve platform integration.

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	Support best practice use of digital and CRM systems across the M&E team.
Team Supervision	- Support the M&E team to apply brand identity, communication standards and editorial expectations consistently. - Oversee workflows, processes and task allocation to ensure efficient and coordinated delivery. - Maintain oversight of team priorities, capacity and workload through effective use of workflow systems such as Monday.com. - Contribute to a collaborative, supportive and solutions-focused team environment. - Ensure team workflows promote consistency, quality and timely delivery across all communication projects.
Stakeholder Engagement	- Liaise with internal teams, external partners, agencies, designers and suppliers. - Coordinate production of marketing assets to ensure brand alignment and consistent quality. - Provide marketing and communications advice to internal stakeholders to support promotion of services and initiatives. - Act as a key link between internal stakeholders and the marketing team.
Event and Engagement Support	- Provide marketing support for organisational events, campaigns and community engagement initiatives. - Develop and deliver promotional content and digital strategies to maximise brand visibility and reach.
Quality and Performance Reporting	- Monitor campaign and marketing performance using relevant analytics and reporting tools. - Track website performance metrics and provide insights to support continuous improvements. - Provide recommendations to strengthen campaign effectiveness and audience engagement. - Contribute to reporting requirements for the Marketing and Engagement Manager and organisational leadership.
Safety, Security and Other Duties	- Work in a manner that promotes positive health and safety. - Be accountable for protecting Ruah and client information security and privacy. - Contribute to initiatives that strengthen teams and the Ruah community. - Undertake other duties as required. Report any suspicions, concerns, allegations, or disclosures of alleged abuse and neglect, by personnel as well as external individuals to management in line with Ruah's Children and Young People Reporting Policy and Procedure.

Selection criteria

Desirable qualification(s)

- Tertiary qualification in marketing, communications, public relations, media, digital marketing or a demonstrated relevant experience and training.

It is expected that the successful applicant will be able to demonstrate the following:

Essential

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- **Demonstrated experience** (3+ years) in marketing, communications or brand management, including managing integrated campaigns across digital, social, email and traditional channels.
- **Strong project and workflow management skills**, with experience coordinating multiple campaigns, deadlines and systems.
- **Experience in brand governance and editorial quality assurance**, including reviewing and approving content to maintain consistency and accuracy.
- **Demonstrated capability in website and digital management**, including CMS platforms and working with digital or creative agencies.
- **High-level communication skills**, including excellent writing, editing, proofreading and content development.
- **Ability to translate marketing strategy** into clear plans, schedules and deliverables that guide campaign execution.
- **Strong stakeholder engagement skills**, with the ability to collaborate effectively with internal teams and external suppliers.
- **High level of digital literacy**, including CRM, CMS, analytics and workflow tools (e.g., Monday.com, Hubspot, Meta Insights, email performance tools and Google Analytics).
- **Strong organisational skills**, with the ability to manage competing priorities and deliver high-quality outputs under pressure.
- **Demonstrated ability to produce culturally sensitive, ethical and respectful storytelling and marketing materials.**

Desirable

- Demonstrate knowledge and understanding of diversity and social inclusion- including gender, sexuality, disability, cultural, age, and linguistic diversity and Aboriginal cultures.
- Experience working in not-for-profit, community services or purpose-driven organisations.
- Experience supporting event marketing, community engagement or fundraising activities.
- Familiarity with trauma-informed and culturally safe communication practices.
- Experience using design tools (e.g., Canva, Adobe Creative Cloud Applications) to brief or support visual content.
- Knowledge of accessibility standards for digital content and inclusive communication practices.
- Understanding of contemporary digital trends, UX principles and digital transformation.

Required compliance documents or certificates

- Current drivers' license
- National Police Certificate
- International Criminal Checks (if applicable)