

POSITION DESCRIPTION

Marketing & Communications Assistant

Award	Class	Location	Reports To (position)
Social, Community, Home Care and Disability Services Industry Award	SCHADS Award Level 3 (depending on qualifications and experience)	Sydney CBD Office with Flexible working arrangements available by agreement.	Marketing & Communications Coordinator

Company Overview

Playgroup NSW is a not-for-profit organisation and sector leader working for more than 50 years to support and connect families and children to people and services in the community to positively impact their quality of life.

Playgroup NSW leads and delivers programs and services that strengthen child development, nurture parent and carer wellbeing, and connect communities with the vision that every child and family has a place in their community to connect, learn, and belong.

All Playgroup NSW programs are designed to help families navigate the challenges of parenting and build strong, resilient communities.

PGNSW Values

ACT WITH INTEGRITY

Put child and family wellbeing at the heart of our work, and be honest, accountable, and show respect

BALANCE WORK AND PLAY

Be goal focused, mindful of people's wellbeing, and contribute to a positive team culture.

LEAD CHANGE

Seek and encourage learning, innovation, and greater positive impact.

EMBRACE INCLUSIVITY

Be collaborative, seek to understand, and celebrate diversity.

Position Purpose

This role is suited to a marketing and communications professional with demonstrated experience in content creation, digital marketing, social media management, graphic design and stakeholder engagement. Working closely with the Marketing & Communications Coordinator, the position will contribute to campaigns that promote Playgroup NSW programs, partnerships, events and impact stories to families, communities, government stakeholders and supporters.

The successful candidate will be able to work independently, manage competing priorities and produce

high-quality communications materials across a range of channels. This position is offered until 31 March 2027, with the potential for extension.

Overall Responsibilities

Key Result Area	Responsibility
Content Creation & Storytelling	<ul style="list-style-type: none"> Assist in developing engaging content for social media, websites and email communications. Draft social media posts, articles, and promotional copy. Help source and organise photos, videos and community stories. Support the development of case studies and family impact stories.
Social Media & Digital Marketing	<ul style="list-style-type: none"> Schedule content across Playgroup NSW social media channels. Monitor engagement and assist with community management. Track campaign performance and compile reporting insights. Research content trends and identify opportunities to increase engagement.
Graphic Design & Video Content	<ul style="list-style-type: none"> Create and update marketing materials using Canva. Assist with the design of flyers, brochures, presentations and digital assets. Edit basic video content for social media reels and digital campaigns. Support photography and videography at events when required.
Event & Campaign Support	<ul style="list-style-type: none"> Assist with the promotion of webinars, events and community initiatives. Help prepare event communications and promotional materials. Support campaign planning and execution across multiple channels.
Marketing Administration	<ul style="list-style-type: none"> Maintain content calendars and marketing schedules. Assist with website updates and content uploads. Conduct research on community trends, partnerships and industry opportunities. Support reporting and general marketing administration tasks.

Working Relationships

Internal	External
<ul style="list-style-type: none"> Marketing & Communications Coordinator (direct supervisor) Executive Lead, Corporate and Governance Program Coordinators and Facilitators Family Support teams Partnerships and Fundraising staff Operations and Administration teams Executive Leadership Team, as required 	<ul style="list-style-type: none"> Playgroup NSW members, families and carers Community playgroup volunteers and facilitators Corporate partners and sponsors Government departments and funding bodies Local councils and community organisations Event presenters, speakers and exhibitors Media representatives and content creators Marketing, design, printing and production suppliers Research and education partners Photographers, videographers and creative service providers

Knowledge, Experience & Criteria

Qualifications

Relevant qualifications in Marketing, Communications, Public Relations, Journalism, Digital Media, Graphic Design or a related discipline, and/or equivalent demonstrated industry experience.

Essential Experience & Selection Criteria

- Demonstrated experience (typically 2-5 years) in marketing, communications, digital marketing, content creation or similar role.
- Strong written and verbal communication skills, with the ability to tailor content for a range of audiences.
- Experience creating engaging content for social media, websites, email marketing and promotional campaigns.
- Experience using Canva to produce professional marketing materials and digital assets.
- Experience scheduling, monitoring and reporting on social media performance across platforms including Facebook, Instagram, and LinkedIn.
- Ability to manage multiple projects, competing deadlines, and changing priorities.
- Strong organisational skills and attention to detail.
- Experience liaising with internal and external stakeholders.
- Proficiency in Microsoft Office Suite and collaborative workplace technologies.
- Current Working with Children Check, or willingness and ability to obtain one before commencement.

Desirable Experience & Criteria

- Experience working within a not-for-profit, community services, family services or membership-based organisation.
- Experience using website content management systems, particularly WordPress.
- Experience with email marketing platforms such as Mailchimp, Campaign Monitor or similar.
- Photography, videography and video editing experience.
- Experience supporting events, webinars and community engagement activities.
- Understanding of community programs, early childhood, parenting or family support services.
- Experience analyzing campaign performance and preparing marketing reports

Acknowledgment

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the expectations with my Manager.

Employee Name

Employee Signature

Date