Position Description

The Smith Family
Learn today, change tomorrow.

General Information	
Position Title:	Senior Marketing Coordinator (Shared)
Team/Program and Function:	Fundraising, Marketing Team
Location(s):	National Office, Sydney
Manager's Position Title:	Will change in accordance with relevant workflow requirements and campaign periods
Date Prepared:	September 2026
Prepared By (Position Title):	Sara Tetu
Approved By (Position Title):	Louise Woods

Primary Purpose of this Position

This role exists to coordinate and deliver integrated mass-market fundraising campaigns across digital, direct marketing and above-the-line channels, ensuring activity is delivered accurately, on time, within budget and in line with agreed objectives.

Scope

Direct Reports (by position title)	Indirect Reports (total number)
• Nil	• May coordinate Marketing Coordinators, shared resources, agencies and suppliers for allocated campaign activity.

Financial Dimensions Controlled by this Position

Direct control	Indirect control
• Tracks estimates, purchase orders, invoices and campaign expenditure within approved budgets • Escalate variances	• Contributing to and coordinating recommendations for acquisition budget investment • Meeting supporter engagement and retention targets

Other Dimensions of this Position

- Coordinate integrated campaign activity spanning digital channels, direct mail, email, phone, print, outdoor, radio and television, as relevant to the campaign brief.
- Work across multiple concurrent campaigns and activity periods, applying established processes while identifying practical improvements.
- Engage internal specialists and external partners to coordinate creative, content, audiences, data, tracking, production, deployment and reporting.
- Use digital and campaign performance information to identify issues and recommend future test-and-learn activity.
- Support an agile approach to campaign delivery and a culture of collaboration and integration.

Setting Priorities

How often does this position prioritise, schedule, and manage their workload?	Daily, weekly and monthly according to campaign and project timelines
How often does this position prioritise, schedule, and manage the workload of others?	N/A

Key Relationships	
Internal	• Campaign Operations Manager • All Marketing Teams to as per activity focus • Digital Campaigns Team • Digital Products and Innovation Team • Fundraising Analytics and Reporting Team • Customer Experience Team
External	• Creative Agencies • Print and Mail House • Digital & Media Agencies • Telemarketing Agency • Media, outdoor, radio and television production partners

Key Decision Making in this Position:

Decisions Expected

Decisions made independently:

- Day-to-day coordination and scheduling of allocated integrated campaigns within approved briefs, budgets, processes and channel plans.
- Quality assurance of campaign assets, links, tracking requirements, audience files, proofs and deployment inputs before requesting final approval.
- Prioritisation of own work and coordination of contributors to meet agreed milestones, with timely escalation of risks, delays or performance issues.
- Coordination of routine ATL production and media implementation decisions, including consolidating feedback, confirming specifications and escalating recommendations

Recommendations Expected

- Practical in-campaign digital optimisations, made with Digital Campaigns Team or agency partners and within approved parameters.
- Improvements to campaign processes, briefs, quality controls, reporting and supporter experience.
- Selection of practical ATL production approaches, supplier requirements and delivery options for allocated campaigns, in line with approved strategy and agency advice.

Key Responsibilities / Accountabilities:	
Major Area: Integrated Campaign & Project Coordination	**% of Job Total: 40%**
Coordinate allocated campaigns from brief through delivery and evaluation.	
Develop campaign briefs covering creative, content, digital, data, production, reporting and approvals.	
Maintain timelines, dependencies, status updates, risks and approvals across concurrent activities.	
Coordinate rollout across digital, direct marketing and ATL channels, including email, paid media, web, social, print, outdoor, radio, television and phone.	
Coordinate internal teams, agencies and suppliers so deliverables meet the brief, brand requirements and deadlines.	
Proofread and quality-check materials and digital journeys, including copy, artwork, links, forms, tracking, audiences and deployment details.	

Coordinate campaign codes, data briefs, audience files, uploads and reporting in line with privacy, consent and data-handling processes.	
Identify delivery risks, resolve routine issues and escalate matters requiring strategic, technical or budget approval.	
Support ATL activity by coordinating media and production requirements, agency feedback, delivery specifications, booking inputs, artwork approvals and dispatch deadlines.	
Actively seek opportunities to innovate or identify process improvement.	
Major Area: Digital campaign delivery and optimisation	**% of Job Total: 25%**
Provide hands-on coordination of digital campaign activity, working within approved strategies and with specialist support where required.	
Work with digital specialists and agency partners on campaign setup, trafficking, tagging, launch checks and optimisation.	
Monitor agreed digital performance measures and pacing, identify anomalies or underperformance, and coordinate timely actions or escalation.	
Support testing of audiences, creative, messaging, formats, calls to action and landing experiences, documenting outcomes and recommendations.	
Use analytics, platform reporting and dashboards to prepare clear performance updates.	
Keep practical knowledge of digital channel developments, platform requirements and good-practice supporter journeys current, sharing relevant learnings with colleagues.	
Major Area: Research, Data Analysis and Reporting	**% of Job Total: 15%**
Use campaign evidence to support decisions and continuous improvement.	
Analyse integrated channel performance against objectives and KPIs, including response, conversion, engagement, income, cost efficiency and return on investment where available.	
Research relevant sector, competitor, channel and audience developments and identify practical opportunities for allocated campaigns.	
Major Area: Relationship and Supplier Management	**% of Job Total: 15%**
Coordinate stakeholder input, consolidate feedback and maintain clear communication through briefing, production, approvals and debriefing.	
Maintain constructive relationships with agencies and suppliers and monitor delivery against agreed scope, quality, timing and cost.	
Work closely with creative, media and production partners to translate approved campaign strategy into practical ATL deliverables and timelines.	
Explain digital requirements and performance information clearly to stakeholders with different levels of technical knowledge.	
Support coordinators and shared team members through clear task direction, practical guidance and knowledge sharing during allocated activity periods.	
Major Area: Finance and Administration	**% of Job Total: 5%**
Obtain estimates, raise and track purchasing documentation, reconcile invoices and maintain campaign cost trackers.	
Monitor expenditure against approved budgets and promptly flag variances or required decisions.	
Maintain orderly campaign documentation, approvals, source files and learnings in agreed systems	

Key Challenges in Achieving Goal(s):
• Coordinating multiple integrated campaigns with competing deadlines and dependencies.

- Balancing the different production and approval requirements of digital, direct marketing and ATL channels.
- Coordinating ATL activity where external booking deadlines, production lead times and agency dependencies require early decisions and clear escalation pathways.

- Using performance information to recommend practical improvements without exceeding delegated authority or specialist accountabilities.
- Reconciling stakeholder feedback while protecting agreed objectives, timelines, budget and supporter experience.

Qualifications, Experience and Competencies:		
Education/ Qualifications/ Memberships:	**Essential**	**Desirable**
	• Relevant tertiary qualifications in fundraising, marketing or related field	• Knowledge of FIA Code
Experience:	**Essential**	**Desirable**
	• Minimum of three years' experience in the marketing or fundraising industry • Demonstrated success in project coordination of complex projects in a fast-paced environment • Hands on experience working with digital media, creative or media agencies and managing multiple projects, suppliers and stakeholders • Experience managing budgets, timelines, approvals and campaign documentation • Demonstrated experience managing multiple internal and external stakeholders to achieve an outcome	• Experience in fundraising, regular giving or a social-purpose organisation • Experience across paid digital media, email and web delivery; analytics, advertising, CRM or marketing automation tools; and direct marketing or ATL production. • Exposure to briefing data, data analysis and/or reporting. • Experience supporting ATL campaign activity, including working with creative, media or production partners on briefing, specifications, approvals and delivery timelines.
Competencies:	**Essential**	**Desirable**
	• Highly organised, with strong project management skills • Microsoft Office competency intermediate to advanced (Excel, Word, Power Point) • Strong analytical skills and confidence interpreting dashboards and campaign results • Strong relationship building and management skills • An understanding of basic budget management. • Excellent communication skills (written and verbal) • High level attention to detail	• Understanding of Direct Marketing principles (copy, data, testing, general industry) • Working knowledge of accessibility, privacy, consent and brand considerations in digital campaign delivery. • Working knowledge of ATL production workflows, media specifications, approval requirements and the role of agencies in integrated campaign delivery. • Experience coordinating shared resources or guiding less experienced colleagues without

	• High level English grammar and spelling and strong proofreading and editing skills • Ability to work autonomously under general direction, exercise judgement within established procedures and escalate appropriately. • Practical, curious and improvement-focused approach.	formal line management responsibility.

Every Team Member at The Smith Family:
• Is expected to uphold The Smith Family's values and culture; • Understands and complies with the Child Protection Framework; • Complies with work, health and safety systems, and takes reasonable care for the health and safety of self and others; • Reports injuries, hazards and incidents and participates in risk management as required; • Understands and supports The Smith Family's commitment to reconciliation.