POSITION DESCRIPTION

Position Title	Digital Marketing & Content Specialist
Department	Marketing
Reports To	Head of Brand & Marketing
Direct Reports	n/a
Location	National Office, Sydney (Hybrid working arrangements available)
Employment Type	Full time
Hours Per Week	37.5 hours
Modern Award	N/A – non award
Classification	N/A – non award
Date	November 2026
Version	1.0

ABOUT HABITAT FOR HUMANITY AUSTRALIA

Habitat for Humanity (HFH) is a global not-for-profit founded in 1976, supporting more than 62 million people to build or improve the place they call home. Habitat for Humanity Australia (HFHA) is part of this global network, working locally and in the Asia-Pacific region to deliver practical shelter solutions that create lasting impact.

We are an inclusive, merit-based organisation grounded in faith, guided by four core values: humility, accountability, courage and kindness. These values shape our culture and how we work - with each other and alongside the communities we serve. HFHA is united by a shared vision of a world where everyone has a safe, decent place to live, with a mission to build homes, communities, and hope.

POSITION PURPOSE

The Digital Marketing & Content Specialist is responsible for developing and delivering engaging, high-quality digital content that builds awareness of HFHA, grows and nurtures audiences, and supports organisational marketing, fundraising and engagement priorities. The role supports the Brand and Marketing Team by leading the day-to-day creation and management of content and communications across our digital platforms, ensuring a consistent brand voice, compelling storytelling and strong audience engagement in support of the organisational strategy. This role reports to the Head of Brand and Marketing.

KEY RESPONSIBILITIES

The following responsibilities reflect the core accountabilities of this role. They are not exhaustive, and additional duties consistent with the scope and level of the position may be required from time to time.

The Digital Marketing & Content Specialist is responsible for undertaking a range of functions including:

Social Media Management

- Develop and implement HFHA's social media strategy, supporting the implementation of content pillars, audience engagement approaches and platform-specific activity, aligned with the organisation's broader marketing strategy.
- Manage HFHA's social media channels across paid and organic activity, including content planning, creation (imagery and video), copywriting, scheduling and publishing.
- Coordinate and maintain HFHA's social media and content calendar, ensuring a strategic mix of planned, campaign-led and responsive content aligned with organisational priorities.
- Plan, implement and optimise paid social media campaigns across relevant platforms, including audience targeting, budget monitoring, performance tracking and optimisation in line with agreed campaign objectives.
- Actively engage with and moderate HFHA's online community, respond to comments and messages and build meaningful relationships with supporters.
- Ensure all social media content and communications reflect HFHA's brand guidelines, tone of voice, messaging and campaign priorities.

Digital Content Creation & Production

- Develop engaging, audience focused, social-first content, including short-form video, imagery, infographics and written content, tailored to relevant platforms.
- Capture and coordinate content at relevant events, activities and campaigns, working with internal teams and external content creators
- Coordinate social media influencer and collaborator content

Campaign and Audience Growth Support

- Develop and deliver digital content to support organisational campaigns and priorities, including fundraising appeals, volunteering, corporate partnerships and program initiatives.
- Identify opportunities to grow HFHA's digital audiences, increase brand awareness, and strengthen audience engagement.

Reporting and Continuous Improvement

- Monitor and analyse performance across organic and paid social media and digital channels, using data and audience insights to eventuate effectiveness and identify opportunities for improvement.
- Use audience insights, data and evaluation to focus effort and continually maximise digital impact.
- Prepare monthly digital performance reports, providing insights, recommendations and opportunities
- Stay up to date with social media trends, platform updates, and industry best practices.

Organisational Responsibilities

- Actively participate in the organisation's goals, team meetings, and professional development activities.
- Model and promote HFHA's values, code of conduct, and policies.

- Comply with all legal, regulatory, and contractual obligations including WHS, privacy, and equal opportunity.
- Fulfil all safeguarding obligations as outlined in the Safeguarding Children and Vulnerable Adults Policy.

Website Management and Digital Communications (interim until September 2027)

In addition to the ongoing responsibilities of this role, the Digital Marketing Content Specialist will assume the following temporary responsibilities during a maternity leave backfill arrangement through to approximately September 2027.

- Manage website updates and maintenance, ensuring content is accurate, accessible and aligned organisational priorities.
- Coordinate website content changes and updates with relevant internal stakeholders.
- Support the delivery of website redesign and improvement initiatives, coordinating content requirements, timelines, supplier inputs, testing and approvals under the direction of the Head of Marketing.
- Liaise with relevant stakeholders and external suppliers to resolve website issues and support ongoing improvements.

SELECTION CRITERIA

Essential

- 3–5 years' experience in digital marketing, social media, marketing communications or digital content roles.
- Experience managing social media channels for an organisation or brand, including creating, planning, scheduling and publishing content.
- Experience in planning, implementing and optimising paid social media campaigns, including audience targeting, budget management and performance analysis.
- Experience using digital platforms and marketing technology, including social media management tools, website content management platforms and creative production tools (e.g. Buffer, Sprout Social, Meta Business, Canva, Adobe Premiere Pro, Google Analytics)
- Experience supporting marketing or communications campaigns, coordinating content across channels and platforms.
- Strong organisational skills and attention to detail, with the ability to manage competing priorities and deadlines.
- Understanding of social media and email performance metrics, with the ability to report on results and identify opportunities to improve engagement
- Tertiary qualifications in marketing, digital media or related discipline.

Desirable

- Experience in marketing roles in the nonprofit, housing or social impact sectors.

Skills & Attributes

- Strong writing, storytelling and copywriting skills, with experience creating engaging content for digital platforms such as social media, email and blogs.
- High level of cultural competency and ability to work respectfully with people from diverse backgrounds.
- Sound judgement, problem-solving ability, and a solutions-focused approach.
- Ability to manage competing priorities, work under pressure, and meet deadlines.
- Creative with a high level of attention to detail.
- Strong collaboration and stakeholder management skills with the ability to work effectively as part of a team

SAFEGUARDING REQUIREMENTS

HFHA requires all employees take seriously their ethical responsibilities to safeguard our intended beneficiaries, their communities, and all those with whom we work. Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse; safeguards the rights of beneficiaries and community members (especially children); and promotes the implementation of HFHA's Codes of Conduct.

All employees must:

- Adhere to all safeguarding policies and procedures, ensuring the safety and well-being of children and vulnerable adults in all aspects of service delivery.
- Identify and report any safeguarding concerns in line with the organisation's protocols.
- Establish an understanding of child protection laws, policies and best practices in Australia.
- Be aware of indicators of abuse, neglect and exploitation in children and vulnerable adults.
- Demonstrate ability to identify and respond effectively to safeguarding concerns.
- Have knowledge of mandatory reporting obligations and safeguarding escalation procedures.
- Display familiarity with trauma-informed approaches when working with vulnerable individuals.
- Present capacity to uphold ethical standards and demonstrate professional integrity.
- Commit to continuous learning, including adaptation to updated safeguarding policies and procedures.
- Report all safeguarding concerns to HFHA's designated Safeguarding Officer.

Safeguarding Exposure Level	*Moderate-Exposure Role: This role may involve occasional or indirect contact with vulnerable groups but not as a primary function and still requires* safeguarding compliance and training.
Working with Children Check	*Required*

OTHER REQUIREMENTS

- National Police Check evidencing clear criminal history required prior to commencement.
- Right to work in Australia.

DOCUMENT CONTROL

VERSION	ISSUE DATE	REVIEW DATE
1.0		*October 2027 - or upon material change to role content or classification*

EMPLOYEE ACKNOWLEDGEMENT

I acknowledge that I have read and understood this Position Description and that it represents the primary duties and responsibilities of my role. I understand that reasonable changes to these duties may be required from time to time.

Signed: _____Date: _____

Print name: _____