

Position Description

Role title: Marketing and Communications Specialist

| | |
|---|------------------------------|
| Work Unit | Marketing and Communications |
| Classification Level | Level 4 |
| Employment type & FTE | Contract, 0.6 FTE |
| Work location | Melbourne Office |
| Reporting line | Marketing Manager |
| Supervisory Responsibilities | No |
| Date document created or updated | June 2025 |

Position purpose

This position is responsible for the marketing and communications deliverables for a new project, aimed at tackling vaping harms in young people, delivered through our Good Sports program. This will include developing and implementing marketing strategies and tactics, including delivery through social media, stakeholder engagement and reporting, and editing and reviewing content developed by our program team to ensure it's useful and easy to understand for our audiences.

Organisational context

Celebrating more than 65 years of service to the community, the Alcohol and Drug Foundation (ADF) is Australia's leading organisation committed to inspiring positive change and delivering evidence-based approaches to minimise alcohol and drug harm.

We bring expert knowledge and research into the design and implementation of our programs. We reach millions of Australians through sporting clubs, educational institutions and communities, by supporting and informing drug and alcohol prevention programs, and through the provision of educational information. We are proudly not-for-profit, evidence-based and independent.

For further information, please visit www.adf.org.au

Key relationships

Internal

- Social Media and Digital Co-ordinator
- Digital Marketing Specialist
- Marketing Manager
- Communications Manager
- Communications Officer
- Marketing Co-Ordinator
- Graphic Designer
- Head of Marketing and Communications

- Head of National Strategic Programs
- Program Delivery Team
- Head of Program Delivery

External

- Creative agency
- Subject matter experts

Responsibilities

Marketing Communication Activities

- Working alongside the Marketing Manager, develop a project Marketing Plan and execute marketing tactics on time and within budget.
- Support the production and sourcing of all marketing materials including the development of campaign creative, collateral, key messages and copy.
- Work with an external creative agency to provide creative concept for the project
- Implement timely and effective project management processes for all marketing tasks, ensuring regular and effective communications with colleagues and other relevant stakeholders.
- Verify key messages, facts and statistics by engaging with internal subject matter experts.
- Ensure content is consistent with style guidelines and is of a professional standard before being published.
- Develop content for marketing materials (eg social media, eDMs, etc) in line with the ADF's tone of voice.

Monitoring and Reporting

- Manage reporting of results against metrics, including use of marketing automation programs, web analysis tools such as Google Analytics and delivery of reports.
- Contribute to internal and external reporting.

Budgeting and Finance

- Manage allocated marketing budgets.

Capability profile

Essential

Formal education

- Tertiary qualification in marketing, communications or equivalent with at least five years experience in a relevant role

Skills and knowledge

- High level organisational and project management skills to ensure effective project delivery and internal communications with colleagues and other relevant stakeholders
- Proven expertise in marketing and communications, including planning, implementation, and evaluation of campaigns across multiple platforms.
- Experience in development and delivery of marketing activities across a range of channels
- Exceptional verbal and written communication skills, with the ability to tailor content and messaging for diverse audiences and channels
- High level skills and demonstrated ability in editing and writing of content for audiences across range of platforms
- High attention to detail and analytical skills for reporting requirements

Desirable

- Candidates with a health promotion background will be highly regarded
- Experience working with marketing automation platforms and social channels
- Experience using online content management systems to publish digital content

Key competencies

| Competency | Definition | Importance |
|---|---|------------|
| Building & Maintaining Relationships | Able to establish and maintain relationships with people at all levels. Values and protects effective relationships with employees, customers and suppliers, as appropriate. Builds harmonious and positive alliances with relevant professional contacts. | Essential |
| Judgement & Decision Making | Makes rational, realistic and sound decisions. Considers all facts and alternatives available. Looks for causes, not just symptoms, and selects appropriate courses of action to solve problems. | Essential |
| Conscientiousness | Reliable and diligent. Can be counted on to deliver on expectations and to carry out tasks in a proper and thorough manner. | Desirable |
| Customer Focus | Understands and works to meet the needs and expectations of internal and/or external customers. Concerned with providing prompt, efficient, and personalised service to clients. Willing to go out of his/her way to ensure that individual customer needs are met. | Essential |
| Adaptability | Adapts to changing work requirements and demands. Willing to adjust behaviour in response to the situation. Receptive to new ideas and approaches. Undertakes work with a sense of flexibility. | Desirable |
| Influence & Negotiation | Persuades, convinces and negotiates to gain acceptance of ideas and/or courses of action. | Essential |