

Senior Communications Officer - Position Description

Position Title	Senior Communications Officer
Reports To	Andrew Richards, Operations Director
Location	Volunteering Australia, Canberra (Remote/Hybrid options negotiable)
Award Level	SCHADS Award Level 5
Employment Type	Temporary, 6 months (possibility of extension subject to funding)

Overview of the Role

The Senior Communications Officer will play a pivotal role in progressing communications and marketing across Volunteering Australia's major projects including the Volunteering Gateway and the National Strategy for Volunteering.

The position will focus on promoting the National Strategy for Volunteering to diverse target audiences, including First Nations People, People with Disability, Newly Arrived Migrants, Young People, Unemployed People, and Vulnerable Women. It will also develop and implement sustained digital marketing and communications campaigns to attract and retain users, content providers, and sponsors.

The role involves producing targeted communications, newsletters, facilitating public conversations and online workshops, and supporting digital marketing campaigns.

Key Responsibilities

- Develop and deliver targeted communications and marketing materials for major projects and campaigns.
- Produce and coordinate newsletters, EDMs, and digital content tailored to priority audiences.
- Facilitate and support public conversations and online workshops on key topics.
- Collaborate with the Policy Team to ensure communications support policy and advocacy initiatives.
- Assist with content creation and updates for the Volunteering Gateway, including sustained digital marketing and communications campaigns to attract and retain users, content providers, and sponsors.
- Monitor and report on campaign performance and audience engagement.

- Support the implementation of communication plans for national initiatives (e.g., National Volunteer Week).
- Contribute to the ongoing improvement of digital assets (website, social media).
- Other duties as required, aligned with organisational priorities.

Selection Criteria

- Degree or equivalent experience in communications, marketing, journalism, or digital media.
- Demonstrated experience in developing and delivering targeted communications for diverse audiences.
- Strong writing, editing, and digital content creation skills.
- Experience with digital marketing, social media management, and analytics.
- Ability to facilitate online events and workshops.
- Experience working collaboratively with policy or advocacy teams (desirable).
- Proficiency with content management systems (e.g., WordPress), email marketing tools (e.g., MailChimp), and design software (e.g., Canva, Adobe Creative Suite).
- Excellent organisational, interpersonal, and teamwork skills.
- Commitment to diversity, equity, and inclusion.

Special Conditions

- Temporary contract for 6 months, with possible extension subject to funding.
- Flexible work arrangements available.