

Position Description

Position Title	Email Marketing Coordinator
Location	Brisbane
Team	Marketing & Communications (Development Team)
Employment Status	Part-time (0.6 FTE for 6 months)
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	September 2025

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

Our Mission

Healthy lungs for all.

Our Vision

To lead lung health and transform lives through impactful programs, policy, campaigns, and research.

Our Values

Our values underpin everything we do:

Trusted: We are a credible, evidence-based authority in lung health, disease and cancer.

Excellence: We set the standard through expertise, leadership and innovation, striving every day for the highest quality in everything we do.

Impact-driven: We create meaningful, lasting impact in lung health, with a commitment to equity and addressing disparities.

Collaborative and inclusive: We listen deeply, value lived experience and work together for better outcomes.

Curious and innovative: We embrace new ideas, challenge the status quo, and remain responsive and adaptable in a changing world.

Empathetic and fair: We approach our work with care, compassion and fairness, and a deep understanding of those we serve.

Our Strategic Priorities

1. Promote lifelong lung health and prevent disease
2. Advance lung health equity
3. Support people to live well with lung disease
4. Drive life-changing research and innovation

OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body for lung health. We are proud to be an Employer of Choice, recognised for our commitment to staff wellbeing, inclusion and shared sense of purpose.

Following significant growth in brand, influence, funding, and reach, we have entered a bold new chapter with our 2026–2030 Corporate Plan. This plan builds on more than three decades of impact and outlines an ambitious agenda to embed lung health as a national priority, expand our reach, and improve outcomes for all Australians.

Our strong performance has been recognised nationally with awards including:

Non-Government Organisation of the Year – 2020 & 2024

The Voice Project's Best Place to Work – 2020, 2021, 2023, 2024 and 2025

We operate from offices in Brisbane, Sydney, and Melbourne with a national footprint supported by a growing network of staff and volunteers. We are committed to work-life balance, flexibility, and an inclusive workplace culture.

Before applying, we encourage you to learn more about our Mission and impact by reading our [Annual Impact Report](#).

SECTION 2

PURPOSE OF THIS ROLE

The Email Marketing Coordinator will support Lung Foundation Australia's day to day automation efforts over a 6-month, part-time contract. Working 3 days per week, this role will focus on building, managing, and optimising email marketing campaigns and simple, automated journeys, including SMS, using Ortto.

You will work closely with our existing Marketing Automation Specialist to manage email marketing requests, the email marketing calendar, and deliver timely, targeted, and data-informed communications. The focus of the role will be managing email marketing requests, eNewsletters and simple journeys including webinars that help our organisation deepen engagement.

The ideal candidate will understand the importance of data driven marketing, privacy policies and tailored communications. Experience creating or editing content for emails and eNewsletters would enhance suitability.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

Tertiary qualifications in marketing, communications or a related field.

Experience

A minimum of 3 years' marketing experience with direct experience using email marketing platforms and CRMs - preferably Ortto and Salesforce in a marketing role. Experience in the not-for-profit sector would significantly enhance your suitability.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Experience editing, designing and distributing email marketing campaigns including eNewsletters
- Experience using a database/CRM system such as Salesforce and email marketing software such as Ortto is essential
- Solid understanding of email campaign lifecycle: from building and testing to deployment and reporting
- Strong understanding of data and privacy principles and how this applies to communications
- Effective communication and time-management skills
- Demonstrated ability to work collaboratively in a team-oriented environment
- Comfort working in a fast-paced, agile setting with shifting priorities
- Previous experience working in or with a non-profit would significantly enhance your suitability
- Ability to travel interstate to other office locations as required

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Performance Outcomes
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Develop and execute emails and email marketing campaigns	• Design and execute emails and email campaigns, including newsletters and promotional emails • Manage email marketing requests for the organisation, including design, content creation, and scheduling • Continuously optimise email templates, subject lines, and content to improve engagement metrics • Monitor and report regularly on email success metrics • Provide support developing email content when required, ensure adherence with the brand voice and guidelines
Day to day execution of marketing automations through Ortto	• Work with Marketing Automation Specialist to execute the day to day marketing automation requests via Ortto such as email and SMS touchpoints to enhance engagement, impact and fundraising revenue • Execute end-to-end campaign and journey management including copy editing, data segmentation, building, testing, deployment and optimisation. • Utilise data to optimise personalisation and create dynamic customer journeys. • Continuously look for opportunities to automate current processes and workflows.
Data, analytics and reporting	• Monitor email performance metrics (e.g. open rates, CTR, conversion rates) and provide insights to guide improvements. • Assist with audience segmentation, data hygiene, and reporting as required. • Stay informed on legal requirements and industry best practices to ensure compliance and optimal performance.
Other	• Liaise with internal stakeholders and respond to communication enquiries • Contribute to the development of marketing and communication related policies, procedures and forms • Ensure data integrity of contact details, communications and other relevant information on the CRM • Work in conjunction with the wider team and undertake any other duties as may be assigned by the Senior Manager that are consistent with the nature of the job and its level of responsibility.
Team contribution and effectiveness	• Work closely with the Marketing Automation Specialist to ensure cohesive, high-quality automation output. • Work synergistically within and across teams of Lung Foundation Australia. • Positive contribution to team environment • Compliance with LFA values, policies, procedures and statutory obligations.
Workplace Health & Safety (WHS)	• Ensure a safe working environment for self and others, including when working from home.

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| | <ul style="list-style-type: none">• Compliance with legislative and LFA WHS Policy. |
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SECTION 3

REPORTING RELATIONSHIPS

This is one of several positions reporting to the Senior Manager – Marketing and Communications. This position provides support and advice to the rest of the organisation by working across all areas of LFA.

This role will work closely with the Marketing Automation Specialist, who will take the lead on automation strategy and direction.

EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date