

Position Description

Position Title	Marketing Specialist
Location	Brisbane
Team	Marketing & Communications (Development Department)
Employment Status	Full time – 12 months maternity leave cover
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	August 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 Marketing Specialist is responsible for the end-to-end delivery of Lung Foundation Australia's key health campaigns and brand management. Strong project management skills and a high level of organisation is essential for the Marketing Specialist role. The role project manages integrated marketing campaigns that drive brand awareness, support fundraising goals and importantly connect people impacted by lung disease or lung cancer with the support and information they need. Working across teams, the Marketing Specialist implements and supports a range of key health

campaigns and projects, manages the development of resources, publications and marketing materials and plays an integral role in the management of the organisation's brand.

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

Qualifications

Tertiary qualifications in marketing, communications or a related field.

Experience

A minimum of 4 years' experience in a brand or marketing role and prior experience in the not-for-profit or fundraising sector.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Demonstrated experience managing marketing projects/campaigns.
- Experience using project management platforms would be highly regarded.
- Strong organisational skills and attention to detail with the ability to manage multiple projects simultaneously.
- Demonstrated experience working with external marketing, design and project teams in the production of branded marketing and communication materials.
- High level communication skills and very strong attention to detail.
- Proficiency in Graphic Design would be beneficial, particular use within the Adobe Suite or Canva.
- Self-motivated, excellent time management and prioritisation skills with the ability to problem solve and deliver across multiple projects at the same time.
- Ability to develop, nurture and manage positive working relationships with both internal and external stakeholders.
- Experience using a database/CRM system such as Salesforce would be highly regarded.
- 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	Responsibilities
Project manage the development and delivery of health campaigns that drive donations and awareness of Lung Foundation Australia, lung health and the symptoms of lung disease	<ul style="list-style-type: none"> • Liaise across functions and with external agencies to coordinate the development and delivery of marketing solutions for Lung Foundation Australia's key health campaigns. • Oversee project timelines, resources, and deliverables to ensure successful execution of marketing initiatives. • Develop and deliver integrated marketing campaigns across multiple audiences with different drivers, motivations and barriers. • Collaborate with the marketing team to devise creative campaign strategies and manage the end-to-end delivery of health campaigns. • Undertake monitoring, analysis and reporting on the outcomes of health campaigns and activities.
Brand Management: Manage Lung Foundation Australia's brand and ensure consistent messaging across all channels.	<ul style="list-style-type: none"> • Support internal and external stakeholders to adhere to brand guidelines through advice and approval of brand elements including logo and design elements, for use across digital and traditional marketing platforms. • Ensure brand consistency and excellence across all touchpoints, including digital and print. Act as the 'brand guardian,' preserving brand integrity in all marketing activities.
Design work: Coordinate the development and distribution of marketing materials	<ul style="list-style-type: none"> • Manage external design agencies end-to-end. • Ensure all visual materials adhere to brand guidelines and resonate with target audience. • Work with project teams and external agencies to coordinate the development of content, resources and publications such as booklets, brochures, animations and factsheets. • Where needed, create new or edit existing marketing materials such as social media tiles, email signatures and brochures.
Other	<ul style="list-style-type: none"> • Liaise with external 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	<ul style="list-style-type: none"> • Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals. • Work synergistically within and across teams of Lung Foundation Australia. • Regular cross-organisation communication of program activity. • Participation in Lung Foundation Australia events and meetings as required.

Workplace Health & Safety (WHS)	<ul style="list-style-type: none"> • Ensure a safe working environment for self and others, including when working from home.
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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.

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