

Position Description

Position Title	Digital Marketing Coordinator
Location	Brisbane
Team	Marketing & Communications (Development Team)
Employment Status	Full-time (1 FTE)
Award	Award Free
Reports to	General Manager, Communications & Brand
Direct Reports	Nil
Version	March 2026

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.

Over the next five years, we will:

- Expand into territories and priority populations communities
- Double our workforce to meet demand
- Launch new programs, research initiatives, and advocacy campaigns that deliver measurable impact

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 Digital Marketing Coordinator supports the delivery of the organisation's digital marketing and communications through the creation and execution of social media, emails and digital content. The role focuses on day-to-day execution of digital communications, producing engaging content and supporting awareness, fundraising, service promotion, advocacy, and community engagement objectives.

The role delivers BAU digital activities including social media management, email campaigns, content creation, and campaign support, while contributing to audience growth and engagement.

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

Qualifications

- Tertiary qualifications in marketing, communications or a related field (desirable)

Experience

- Experience in digital marketing, social media, or content creation
- Experience creating and executing email marketing campaigns

Knowledge and Skills

- Experience managing social media platforms and scheduling tools
- Strong photography, videography, and video editing capability
- Experience using Canva or similar to create graphics and other content
- Strong written communication and storytelling ability
- High attention to detail and organisational skills
- Ability to build productive relationships with internal stakeholders and manage competing requests
- Experience using Jira and/or a database/CRM system such as Salesforce would be highly regarded.
- Ability to travel interstate to other office locations as required.
- Some ability to work outside of hours at events may be required but these will be scheduled in advance in accordance with our policies

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

- National Police Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE OUTCOMES

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

Key Areas of Responsibility	Performance Outcomes
Social media management	• Manage day-to-day social media channels • Develop, schedule and publish content • Maintain content calendars • Monitor engagement and respond to enquiries • Report on performance and audience trends • Monitor emerging social media trends and identify opportunities for improvement • Support internal stakeholders to apply social media approaches for projects in line with strategy and brand guidelines • Monitor and escalate sensitive, high-risk or reputational issues in line with organisational protocols.

Content creation and support	• Develop and deliver content (copy, video, photography and graphics) aligned to approved briefs and brand guidelines • Ensure content supports campaign objectives and agreed KPIs • Contribute creative ideas and collaborate with stakeholders to deliver effective campaigns • Source stories and content from across the organisation • Ensure alignment with brand guidelines
Email marketing	• Coordinate and execute email communications • Develop content in collaboration with stakeholders • Build, test, schedule and deploy campaigns • Ensure timely and accurate delivery • Align with broader campaign and Development strategies
Digital campaign support	• Support campaign implementation across email and social and website • Assist in development of campaign content and assets • Coordinate platform access for external agencies and assist with routine troubleshooting • Coordinate timelines and deliverables • Set up and optimise small-scale paid social campaigns
Analytics and Reporting	• Monitor email and social performance metrics • Analyse campaign results against KPIs • Track audience growth and engagement • Provide insights for optimisation and identify opportunities for improvements
Marketing coordination and team support	• Deliver marketing and campaign materials within agreed timeframes • Support campaign delivery across email, website, communications and fundraising activities • Respond to internal marketing requests in a timely and professional manner • Maintain Development team intranet content • Support organisational events, including pre- and post-event communications • Build effective working relationships with internal stakeholders

Administration	• Use CRM systems consistently and accurately • Maintain marketing content libraries in SharePoint • Support the development and maintenance of marketing processes and procedures • Provide administrative support across marketing activities
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SECTION 3

REPORTING RELATIONSHIPS

This position reports to the General Manager, Communications and Brand and works closely with the Marketing Team and the Marketing Automation Specialist to deliver coordinated digital marketing activity.

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 General Manager of Communications and Brand.

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