



Position Description

Position Information

YWCA CANBERRA

Position	Marketing & Communication Officer
Date approved	May 2025
Program	Communication, Advocacy and Engagement Department
Supervisor	Executive Director Advocacy Communication & Engagement
Location	YWCA Canberra Central Office
Hours of work	38 hours per week
Salary	Grade 3.3 of YWCA Canberra's Enterprise Agreement 2023-2027

General Conditions of Employment

- YWCA Canberra Enterprise Agreement 2023-2027
- Appointment is subject to obtaining a satisfactory Working with Vulnerable People check at own cost
- Appointment is subject to satisfactory working rights in Australia
- All YWCA Canberra policies and procedures will apply
- Subject to a 6-month probation period

Position Statement

The Communications Officer delivers daily, data-driven marketing and storytelling that strengthens YWCA Canberra's reputation, grows engagement among priority audiences, and directly supports advocacy, fundraising and service goals.

Reporting to the Executive Director Communication, Advocacy and Engagement the Communications Officer is responsible for creating and managing content across digital, print and media channels for YWCA Canberra and our portfolio of programs and sub-brands, including but not limited to:

- **Rentwell** – our charitable property management service
- **She Leads** – our flagship leadership and events suite
- **Work Respect** – our workplace sexual harassment prevention initiative
- **Children's Services** – early childhood education and school-aged care
- **YWCA Canberra** – Homelessness, Domestic Violence Support Service, Great Ydeas Small Grants, Our Lives: Women in the ACT, training and education, membership etc.

This role balances day-to-day content creation with strategic campaign coordination and storytelling that supports engagement, advocacy, fundraising, and service delivery goals.

Responsibilities

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Steward: Executive Director of Communication, Advocacy and Engagement	Approved By: Chief Executive Officer



Content Creation & Channel Management

- Write, publish and manage content across social media, website, email marketing and print collateral.
- Coordinate the production of regular publications.
- Support internal communications including staff updates, notices and event collateral.
- Capture or commission photography and video content for storytelling purposes.
- Social media content creation for all channels under the YWCA Canberra umbrella.
- Develop and implement content calendars for brand and sub-brand platforms.
- Draft compelling copy for brochures, flyers, reports, and presentations.
- Build a 90-day rolling schedule covering Instagram (grid, Stories, Reels), TikTok, LinkedIn, Facebook and Threads, with bespoke tone and KPIs for each audience segment.
- Manage and update website content; coordinate with developers for technical improvements where necessary.

Campaign Coordination

- Collaborate with internal teams to support service delivery, fundraising and advocacy campaigns.
- Develop and maintain an editorial calendar aligned with organisational priorities and campaigns.
- Work closely with the Business & Events Coordinator for the She Leads Suite.
- Develop campaign messaging, design briefs and digital assets in line with brand guidelines
- Contribute to the promotion and ticket sales of She Leads events and enrolments in the She Leads Diploma.
- Track campaign performance across social, web and email and prepare post-campaign reports.
- Paid & social-commerce campaigns.

Media, PR & Brand Management

- Draft media releases, briefing notes and media kits as needed
- Maintain media lists and coordinate PR activity
- Ensure consistency of voice and visual identity across all content
- Champion accessibility, inclusive language across communications
- Build and maintain relationships with key stakeholders including community organisations, partners, donors, and media contacts to amplify YWCA Canberra's messages.
- Conduct audience research and develop personas to guide targeted content strategies and improve engagement outcomes.

Reporting & Evaluation

- Monitor engagement metrics across social media, web, and email
- Produce monthly reports on channel and campaign performance
- Recommend adjustments to improve reach, engagement and conversions
- Support brand growth and audience segmentation using Google Analytics and platform insights.

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Selection Criteria			
Qualifications	<p>Tertiary qualifications in communications, journalism, public relations, marketing, or similar.</p> <p>Experience working in communications, journalism, public relations, advocacy, marketing, or similar.</p>		
Knowledge and Experience	<ul style="list-style-type: none"> • Exceptional verbal, written and interpersonal skills, and a team-oriented attitude. • Experience with Canva and social media scheduling platforms. • Demonstrated experience in managing online and offline communities and events. • Ability to think creatively and develop communications materials for specific audiences • Experience in managing WordPress websites and developing web copy. • Experience with Campaign Monitor (or Mailchimp). • Advanced experience managing social media platforms and Paid Reach. • Strong project management skills including the ability to multitask, meet deadlines and work under pressure. • A strong passion for social media. 		
Capabilities and Behaviours	<ul style="list-style-type: none"> • Ability to establish and maintain relationships with key publics including journalists and bloggers, local businesses, government representatives and community groups. • Own your work and take full responsibility for the content strategy end-to-end — from setting annual growth targets and determining platform mix and paid/organic ratios, to crafting content that's informed by audience insights and aligned with organisational goals. 		
Other Requirements	<ul style="list-style-type: none"> • Ability to work within the philosophy of the YWCA Canberra • Current full driver's license and access to vehicle with comprehensive insurance during working hours (if required) • A current Working with Vulnerable People Registration • Australian Citizenship or suitable rights to work in Australia 		
Authorisation			
Acknowledgement by Incumbent	<p>Signature:</p> <p>Name:</p>	Date	Click here to enter a date.
CEO	<p>Signature:</p> <p>Name:</p>	Date	Click here to enter a date.

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