

POSITION DESCRIPTION

Position Title	Marketing and Content Specialist
Department	Marketing and Communications
Date	August 2026
Reporting To	Digital and Engagement Manager
Internal Liaisons	All staff
External Liaisons	Corporate groups and volunteers, donors and supporters, agencies, and service providers.

About The Infants' Home

The Infants' Home Child and Family Services is a provider of integrated early childhood education and care, family day care, early intervention and allied health services for children and families. For over 150 years, the organisation has championed the rights of children, women and families, and supported those living with vulnerabilities or additional needs to build their strength, skills and confidence and create a more positive future. Today The Infants' Home delivers integrated services across Sydney, from its centres in Ashfield to family day care across the greater Sydney region. The Infants' Home is a Child Safe organisation. Every child has the right to be safe, feel safe and be heard. We have zero tolerance for child abuse and protect children from harm in every part of our work.

Purpose of the role

The Marketing and Content Specialist plays a key role in building The Infants' Home's profile, engagement and growth through high-quality content, social media management and integrated marketing activity. This role manages the end-to-end content pipeline - planning, creating, publishing and optimising digital content across channels- while supporting campaigns that promote our services, strengthen our brand and connect with families, donors, volunteers and the wider community. Working closely with internal stakeholders and external partners, the position also contributes to event delivery, corporate volunteer engagement, community and donor communications and accurate administrative support to ensure marketing and engagement activity is well coordinated and effective.

Responsibilities

1. Marketing and Campaigns

- Support the delivery of integrated marketing campaigns for enrolment, programs, fundraising, events and brand awareness, ensuring activity aligns with organisational priorities.
- Contribute to the promotion of services, programs, events and organisational impact through coordinated, audience focused marketing activity.
- Identify opportunities to strengthen reach, engagement and brand visibility across campaigns and channels.

2. Content Creation and Publishing

- Plan, create, schedule and publish engaging content across social media and digital channels, including copy, graphics, video and campaign assets, to grow audience engagement and promote the organisation's services and impact.
- Manage the content pipeline and content calendar from concept to publication, coordinating input, approvals and deadlines across teams.

- Source stories and capture photography and video at events and activities to promote the organisation's services, community and impact in a compelling, brand aligned way across digital channels.
- Maintain an organised digital asset library of photography, video files and creative templates to support efficient, consistent content production.

3. Social Media and Digital Channels

- Monitor social media channels, respond to engagement in a timely and professional manner and support online community management.
- Track content and campaign performance, prepare reports and insights and recommend improvements to strengthen results across platforms.
- Use relevant digital tools and platforms effectively, including content creation, scheduling, design, video editing and reporting tools, and adopt new technologies where appropriate.

4. Website and Digital Channel Management

- Assist with updating website content via the content management system (CMS), ensuring pages are accurate, current, accessible and consistent with brand standards.
- Support the creation and maintenance of campaign landing pages, service pages and event listings in collaboration with internal teams and external web support where required.
- Monitor website traffic and user experience using analytics tools, identifying opportunities to improve performance, accessibility and conversion.

5. Email Marketing and Communications

- Manage subscriber lists, audience segmentation and send schedules via the organisation's email marketing platform to deliver timely, relevant communications to supporters.
- Monitor key email metrics including open rates, click through rates and deliverability, using insights to optimise future campaigns.
- Assist with planning, building and distributing email marketing campaigns and e-newsletters to donor, family, volunteer and community audiences.

6. Search Optimisation, Analytics and Brand Guardianship

- Assist with applying foundational generative engine optimisation (GEO) and search engine optimisation (SEO) principles to web and content publishing to improve organic visibility, searchability and audience reach.
- Use Google Analytics 4, Meta Business Suite and other platform tools to track performance, monitor audience behaviour and prepare insights that support organisational key performance indicators (KPIs).
- Promote and maintain brand consistency across all content and channels, so that visual identity, tone of voice and messaging standards are upheld, and keep the brand asset library, templates and style guide up to date.

7. Stakeholder Engagement and Events

- Work closely with internal stakeholders and external partners to support campaigns, stories, events and engagement opportunities.
- Assist with the planning and delivery of events, community engagement activities, public relations opportunities and supporter experiences.
- Support corporate volunteer engagement activities, including promotion, coordination, content capture and follow up communication.

8. Key Projects and Initiatives

- Contribute as a key member of the project team on projects led by and involving the Marketing and Communications Team.

9. Administration and Reporting

- Maintain accurate records, digital assets and administrative systems, including customer relationship management (CRM) updates, donor and event information and other marketing and engagement documentation.
- Support reporting requirements by collating data, preparing summaries and maintaining organised documentation.

Professional Conduct

- Exercise due care, skill and judgement and act at all times in accord with applicable professional ethics, principles, legislation, and standards.
- Be involved in regular performance appraisals, self-reflection, and individual training plans.
- Work within The Infants' Home integration model.
- Attend and participate in meetings, events, and information sessions.
- Promote the understanding and application of integrity, inclusion, partnership, excellence, discovery, and diversity.

Risk Management

- Follow policies and procedures to ensure compliance.
- Maintain a safe, healthy, and clean environment.
- Identify hazards and take action to remove these hazards.
- Ensure that all Work Health and Safety requirements are met.
- Identify risks and report them in a timely manner.

General

- Comply with organisational policies, relevant legislation, privacy requirements, child-safe standards and work health and safety obligations.
- Carry out all duties, responsibilities and specific tasks related to the role as well as specific duties allocated by the Digital and Engagement Manager and/or the Chief Executive Officer.
- The Infants' Home reserves the right to add or amend your duties and responsibilities in accordance with changing circumstances and operational needs within the boundaries of your skill and competence. Any such changes may be reflected in changes to your Position Description made at the discretion of The Infants' Home.

Essential Criteria

- Demonstrated experience in marketing, content creation and social media management.
- Strong written and verbal communication skills, with the ability to produce compelling, audience focused content.
- Advanced skills in video creation and editing (for example, CapCut or a similar tool) to produce engaging content for digital channels.
- Proven ability to plan, prioritise and manage multiple projects and deadlines, with sound organisational skills and attention to detail.
- Ability to work effectively with a range of stakeholders, both independently and as part of a team.
- Proficiency in Microsoft Office and confidence using digital marketing, social media, content and customer relationship management (CRM) tools.
- Willingness and ability to learn and adopt new technologies, including artificial intelligence (AI) tools.
- A genuine commitment to the mission of The Infants' Home and to making a positive difference in the lives of children and families.
- Experience with design or creative tools, such as Adobe Creative Suite.

Please note, all employees at The Infants' Home are required to have valid working rights in Australia and a current NSW Working with Children Check.

I have read and agree to undertake the duties as outlined:

Name

Signature

Date