



NSW Child, Family & Community
Peak Aboriginal Corporation

AbSec is the peak organisation advocating for the rights, safety, and wellbeing of Aboriginal and Torres Strait Islander children, young people, families, and communities in New South Wales.

As an Aboriginal-led organisation, we champion self-determination and work towards a child and family system that is culturally safe, community-driven, and responsive to the needs of Aboriginal and Torres Strait Islander peoples.

Digital Marketing Coordinator

Key position information	
Job title:	Digital Marketing Coordinator
Business unit:	Policy and Advocacy
Location:	Sydney, NSW
Reports to:	Manager, Communications and Membership
Status:	Permanent Full Time (35 hours / week)
Level:	Level 4 SCHADS Award
Delegation	NIL
Direct reports:	NIL
Position requirements	• Completion or progress towards relevant tertiary qualifications in communication, marketing or other relevant discipline • A minimum of 3 years' experience working in media, marketing or communication.

About AbSec

Our vision is that all Aboriginal and Torres Strait Islander children and young people are looked after in safe, thriving Aboriginal and Torres Strait Islander families and communities, raised strong in spirit and identity, with every opportunity for lifelong wellbeing and connection to culture, and surrounded by holistic supports. In working towards this vision, we are guided by these principles:

- Acknowledging and respecting the diversity and knowledge of Aboriginal and Torres Strait Islander communities.
- Acting with professionalism and integrity in striving for quality, culturally responsive services and supports for Aboriginal and Torres Strait Islander families and communities.
- Underpinning the rights of Aboriginal and Torres Strait Islander people to develop our own processes and systems for our communities, particularly in meeting the needs of our children,

young people, families and carers.

- Being holistic, integrated and solutions-focused through Aboriginal and Torres Strait Islander control in delivering outcomes for Aboriginal and Torres Strait Islander children, young people, families and communities.
- Committing to a future that empowers Aboriginal and Torres Strait Islander families and communities, representing our communities, and the agencies there to serve them, with transparency and drive.

Position purpose

The Digital Marketing Coordinator plays a pivotal role in strengthening AbSec's communications and marketing footprint across digital platforms. This role is responsible for planning, executing, and optimising digital campaigns, managing content across social media, email, and website channels, and ensuring AbSec's messaging resonates with its diverse audiences.

The Coordinator will work collaboratively across the organisation to elevate the visibility of programs, initiatives, and sector advocacy, supporting AbSec's mission to champion Aboriginal children, young people, and families in NSW.

This role is integral to the successful collaboration between the communications department and both internal and external stakeholders, ensuring cohesive planning, execution and measurement of communication and marketing workstreams.

Function	Accountabilities
Operational	▪ Plan, develop, and execute integrated digital marketing campaigns across social media, email, Pay-per-click (PPC), and content marketing channels. ▪ Update and maintain the AbSec website via WordPress, Elementor and WP Engine, ensuring content is accessible, events and registration is smooth and all AbSec websites are visually engaging. ▪ Manage and grow social media profiles, fostering engagement through comments, messages, and community interaction. ▪ Create engaging and culturally aligned visual content (design, graphics, video, animations) for digital platforms, ensuring brand consistency and high audience engagement. Canva expert needed. ▪ Design, segment, and execute email marketing campaigns; track performance metrics and implement improvements. ▪ Design reports, templates and digital assets using Adobe Creative Suite and Canva. ▪ Maintain content calendars and email subscriber lists. ▪ Monitor digital performance using Google Analytics, social media analytics, and other reporting tools; provide insights to inform decision-making. ▪ Generate regular reports to communicate campaign effectiveness, audience engagement, and website performance. ▪ Collaborate across functions to ensure all marketing activities reflect AbSec's brand, values, and organisational objectives. ▪ Contribute to AbSec events as part of the Communications and Memberships team. ▪ Undertake other duties within the scope of the role as directed.

Organisational contribution	▪ Work collaboratively with members of the Policy and Advocacy team and broader team to achieve AbSec's strategic goals. ▪ Consistently acts in accordance with AbSec's values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision-making. ▪ Comply with AbSec Policies and Procedures. ▪ Participate in organisational and professional development activities as directed. ▪ Work collaboratively with teams to ensure their work is communicated effectively to internal and external audiences.
Key relationships	▪ Manager, Communications and Memberships and the Communications and Memberships team. ▪ All staff to ensure robust input into activities. ▪ Stakeholders, including members, government agencies and media. ▪ Non-government agencies to leverage support and negotiate opportunities or differences. ▪ Aboriginal communities, children, young people, and families to source input and create awareness of project objectives. ▪ External suppliers including graphic and web designers, PR agencies, printers, etc.

Selection Criteria

The occupant of this position will be able to demonstrate the following criteria:

- A minimum of 3 years' experience working in media, journalism, marketing or communications.
- Relevant tertiary qualifications in communication, marketing or other relevant discipline.
- Demonstrated experience in digital marketing and campaign management, preferably in an Aboriginal organisation, not-for-profit, community services, or government sector.
- Strong content creation and graphic design skills for digital and print media using Adobe Creative Cloud, Canva, and similar software.
- Advanced design skills and intermediate website management experience (using WordPress, Elementor, WP Engine).
- Proficiency in email platforms (Brevo or similar), social media analytics, and Google Analytics.
- Strong written communication, editing skills, and attention to detail across multiple formats.
- Ability to collate data into regular reports, and analyse reporting on data to inform future decisions.
- Excellent interpersonal and communication skills; ability to work independently and collaboratively.
- Ability to manage multiple priorities and deliver high-quality work within deadlines.
- Understanding of the NSW child protection system and the broader Aboriginal child and family sector.
- Experience working with Aboriginal community-controlled organisations is desired but not required.

The following are desirable:

- Aboriginality and/or understanding of the importance of cultural connections for Aboriginal children, young people, families, and communities.
- Creative and innovative thinker with a passion for community-focused communications.

- Ability to manage campaigns across multiple channels while maintaining consistency and brand integrity.
- Capacity to learn, adapt, and implement new digital tools and strategies.
- Commitment to cultural safety, trauma-informed practices, and inclusive communication.

Practical Requirements

- Work outside of the normal hours of duty and some business travel may be required.
- Employment will be subject to a National Police Clearance and a NSW Working With Children Check.
- This position has been classified under the Social, Community, Home Care and Disability Services Industry Award 2010.
- Appointment to this position of a person not currently an employee of AbSec will be subject to a probationary period of 6 months.
- Applications from Aboriginal and Torres Strait Islander people are strongly encouraged

Interested in joining our team or have any questions about the opportunities available at AbSec? We're here to help you understand the roles we offer, the benefits of working with us, and the application process.

pandc@absec.org.au