



<b>POSITION TITLE:</b>	Marketing & Communications Lead
<b>DEPARTMENT:</b>	Fundraising and Engagement
<b>DATE:</b>	December 2025
<b>REPORTS TO:</b>	Head of Marketing and Communications
<b>DIRECT REPORTS:</b>	0
<b>FTE:</b>	0.9 FTE
<b>LOCATION:</b>	Richmond, Melbourne (Hybrid) Minimum 2 days in Melbourne office per week

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### **CBM AUSTRALIA**

CBM Australia is a Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

### **ORGANISATIONAL VISION**

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

### **ORGANISATIONAL MISSION**

CBM is fighting to end the cycle of poverty and disability.

### **DEPARTMENTAL OBJECTIVE**

Engage and mobilise the Australian public including CBM supporters through powerful storytelling, relationship building and partnerships with the sector, government and the community to generate vital income, support and action for our mission.

### **SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS**

CBMA is committed to the protection and safety of all children and vulnerable adults who encounter our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement. This role requires a current Working with Children Check.

### **RESPONSIBLE FOR**

This role will cover a range of activities relative to the strategic direction and positioning of CBM and its leadership. It is responsible for leading impactful communications strategies that drive engagement with the public, donors, partners and supporters. It will enhance branding and fundraising outcomes through high impact copywriting, campaigns and compelling content across various channels and mediums. This role, supporting the Head of Marketing and Communications will be responsible for translating departmental briefs into unified messaging using



organisational communications frameworks, coordinating delivery across audience groups. Overseeing media relations and crisis response to uphold reputation and message integrity. Manages workflow and priorities in an internal agency model

## **ROLE RESPONSIBILITIES**

- Execute organisational communications delivery across internal and supporter audiences within established messaging frameworks, while coordinating with Advocacy Communications Specialist on sector communications and ensuring professional delivery standards.
- Lead organisational reputation management and crisis communications response, ensuring coordinated messaging across all audiences and stakeholder groups while maintaining organisation and brand integrity
- Execute communications delivery for all client departments including Fundraising & Engagement, Programs and Business Operations teams
- Coordinate internal communications across the organisation to ensure consistent messaging and employee engagement
- Execute content development within established messaging frameworks, creating written communications including media releases, stakeholder correspondence, and campaign copy
- Maintain messaging consistency and brand voice compliance across all content deliverables per organisational standards
- Collaborate with Creative Specialist for integrated content and visual asset coordination
- Manage media relations and journalist relationships for organisational reputation management
- Provide communications expertise and counsel to client departments within established organisational messaging framework
- Coordinate crisis communications response and reputation management including coordination of responses
- Manage consumer media relationships, media partners, ambassadors and community publication coordination
- Develop and distribute media releases and coordinate spokesperson preparation for organisational leaders
- Measure communications performance and analyse media coverage effectiveness across all channels
- Ensure messaging consistency across all client department communications and organisational touchpoints

### **Internal Agency Workflow & Delivery**

- Act as the strategic connector between the organisation's goals and objectives and the creative engine that delivers the work
  - Oversee integrated planning, prioritization and delivery of Marketing & Communications support to client teams
  - Ensure that all campaigns, content and creative outputs are aligned, high quality and driving organisation's outcomes
  - Supports the Head of Marketing & Communications to manage the direction, workflow, priorities and ensure all communications activities are cohesive, strategic and delivered effectively to desired audiences
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### **THE IDEAL CANDIDATE – EXPERIENCE**

- Proven experience in strategic communications leadership across internal and external audiences.
- Experience in leading communications for audiences spanning individual, philanthropic, business and government.
- Demonstrated success in reputation management and crisis communications.
- Strong media relations experience including journalist engagement and public spokesperson coordination.
- Experience delivering communications services across multiple departments with competing priorities.
- Skilled in developing unified messaging frameworks and translating strategic briefs into effective communications.
- Familiarity with performance measurement and media analytics tools.

### **WAYS OF WORKING**

- Demonstrates enthusiasm for CBM Australia's mission and is comfortable working in a faith-aligned organisation
- Highly self-motivated with strong organisational and time management skills; able to prioritise effectively while contributing positively to team outcomes
- Comfortable working in a digital-first environment, with the ability to use organisational technologies and tools competently.
- Approachable and able to relate well to people from diverse backgrounds; demonstrates sensitivity, awareness, and commitment to fostering a workplace that is inclusive of gender, ethnicity, and disability
- Commitment to the value of in office presence and the Hybrid working arrangements in place at CBM Australia

### **EDUCATION AND TRAINING**

#### **1. Essential**

- Strategic Communications
- Media Relations
- Crisis Communications
- Internal Communications

## **2. Desirable**

- Digital Communications
  - Journalism or Public Relations
  - Marketing Technology Platforms
  - Behavioural Economics
  - Data Analytics and Insights
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## **KEY SELECTION CRITERIA**

- Strategic communications leadership across internal and supporter audiences.
- Experience in communications leadership across multiple audience types, including individual, philanthropic, business and government.
- Reputation management and crisis communications expertise.
- Media relations and spokesperson coordination experience.
- Unified messaging framework development and execution.
- Internal communications coordination and employee engagement.
- Performance measurement and media analytics.
- Alignment with CBM Australia's mission, Christian ethos and values.