



POSITION TITLE:	Communications Lead, Advocacy and Policy
DEPARTMENT:	Fundraising and Engagement
DATE:	June 2026
REPORTS TO:	Head of Marketing and Communications
DIRECT REPORTS:	0
FTE:	Full Time
LOCATION:	Richmond, Melbourne (Hybrid) Minimum 2 days in Melbourne office per week

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

The Communications Lead, Advocacy & Policy will amplify the organisation's advocacy, policy and programs platforms and increasing engagement across key audiences. The position requires a candidate with a passion for human rights, news, politics, who thrives in dynamic environments and brings strong skills in communications strategy and reaching various audiences. They will work with colleagues within the Policy & Advocacy team, as well as across the organisation, to ideate and plan, project manage the delivery of key communications content



packages, while also working independently to research, write and produce accurate and timely proactive or reactive content to publicise CBMA's advocacy and international programs work.

ROLE RESPONSIBILITIES

1. Specialist Communications and Content Development

- Coordination, creation and delivery of targeted communications that amplify the work of CBMA's three pillars of inclusive development – Advocacy, Advisory and Programs.
- Develop compelling content including articles, media releases, blogs, social media posts and other resources.
- Translate complex policy and programmatic information into accessible and engaging communications for diverse audiences.

2. Communications Delivery and Internal Engagement

- Operate effectively within an internal agency model to ensure excellence in collaboration, planning and execution.
- Deliver communications services to the Policy and Advocacy team.
- Coordinate communications delivery for CBMA's Program Impact department, supporting content development in alignment with the organisation's communications strategy.
- Collaborate with the Marketing & Communications Lead to ensure alignment and consistency across organisational messaging and timing.

3. Campaign Management and Audience Engagement

- Develop strategic content plan to drive audience activation and engagement across sector, advocates, institutions, government, and the broader Australian public, as directed by the strategic priorities of the advocacy, and in line with advisory and programs priorities.
- Lead LinkedIn strategy and content delivery for sector audiences, operating within the organisational social media framework maintained by the Marketing & Communications Lead
- Promote the story of disability equity and rights in international development to existing and new audiences through supporting targeted media outreach and storytelling.
- Lead end-to-end campaign management for key cross-organisational advocacy projects, notably marking the annual International Day of People with Disabilities (IDPD) as well as supporting industry event and conference participation where required
- Use creativity and innovation to increase engagement rates across email, traditional media, and social media channels for sector and specific advocacy supporter groups in line with organisational communications strategy.

4. Performance and Impact

- Monitor and report on engagement metrics across all communications channels, identifying areas for adjustment to improve effectiveness.
 - Evaluate campaign effectiveness and recommend improvements to increase reach and impact.
 - Maintain quality assurance standards and feedback mechanisms to support continuous improvement.
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EXPERIENCE

- Proven experience in policy and advocacy communications, social media engagement, and campaign delivery.
- Demonstrated ability to translate policy and programmatic content into compelling communications.
- Experience engaging diverse audiences including government, sector stakeholders, and the general public.
- Strong writing and storytelling skills across digital and traditional platforms.
- Experience in managing cross-functional campaigns and working collaboratively across departments.
- Media pitch development and engagement (desired)

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

Essential

5. Not for profit or NGO industry experience
6. An understanding of rights-based international development approaches and/or disability rights



7. Tertiary qualifications or demonstrated experience in a communications or media related discipline
8. Excellent communication and written skills, including strong ability to write at speed for different audiences, and in editing and proof-reading, as well as ability to clearly and effectively negotiate changes with technical experts, authors and designers
9. Strong working knowledge of LinkedIn and social media audience strategies.
10. Proven end-to-end campaign management experience, including working with multiple stakeholders including internal staff and external agencies
11. Demonstrated organisational and time management skills with a strong attention to detail and ability to meet deadlines
12. Demonstrated proactive attitude with an ability to adapt to changing priorities
13. Brings creative thinking and new ideas to support the achievement of objectives
14. Working knowledge of Canva and Jira (desirable)

KEY SELECTION CRITERIA

- Advocacy communications and social media engagement experience.
- Experience in communications within the international development, community development and/or human rights sector
- Proven campaign management and audience activation skills.
- Ability to translate complex content into accessible communications.
- Strategic media and storytelling expertise.
- Performance measurement and impact reporting.
- Alignment with CBM Australia's mission, Christian ethos and values.