

Marketing and Digital Coordinator, Communications and Engagement team

Classification Level: APS 5	Salary: \$89,140 – \$94,084
Employment Type: 14-month non-ongoing contract	Location: Canberra, ACT
Position Number: 20020014	Security Level: Baseline
Closing Date: Tuesday 22 April 2025 11:59pm	Contact: Grace Bodman – 02 5132 0849

About Us

The Organ and Tissue Authority (the OTA) is a small Commonwealth agency that works in close collaboration with the DonateLife network, states and territories, health clinicians and the community to improve the rates of donation in Australia to enable more people access to lifesaving transplants. The OTA is a statutory authority established by the *Australian Organ and Tissue Donation and Transplantation Authority Act 2008*.

Position overview

The OTA's Communications and Engagement team delivers innovative and effective communication, marketing, and stakeholder engagement strategies to the Australian public. Through the DonateLife brand, the team's focus is building community awareness about organ and tissue donation and increasing the number of registered organ and tissue donors – which contributes to increasing the rates of organ and tissue donation in Australia. We achieve this by running a national community engagement and education program, and as a team are responsible for marketing, PR, website management, social media, community and stakeholder engagement, education, partnerships and grants, media and issues management, internal communications, events, branding and design.

Working as part of a small and dynamic team as the Marketing and Digital Coordinator, you will assist in the coordination and delivery of key DonateLife marketing and digital strategies and initiatives, including social media.

Specific duties

Under general direction, in this role you will:

- Assist in the delivery of strategic planning, coordination, implementation, and execution of national marketing initiatives and strategy (including the annual DonateLife Week activities).
- Coordinate the day-to-day content calendar including publishing content on the DonateLife website and social media channels (Facebook, Instagram, Twitter, LinkedIn) including monitoring comments, moderation, and managing community expectations – escalating issues as they develop.

- Be able to respond to and implement changing priorities and requests quickly, identifying and communicating issues and make decisions with a focus on achieving key marketing and digital outcomes, often within challenging timeframes.
- Manage relationships with external suppliers as needed including PR, creative, advertising, graphic design, merchandise and website support arrangements.
- Manage requests for the use of the DonateLife brand, graphic design and merchandise on behalf of OTA and the DonateLife network to ensure consistency.
- Work closely with key internal and external stakeholders to maximise marketing and digital opportunities as they arise.
- Develop high-quality plain English content and marketing communications products for a range of audiences, including video and rich media content that align with the strategy.
- Maintain effective and efficient project management processes, coordinating requests, approvals and deadlines.
- Coordinate regular updates, reports and analytic reports to evaluate progress against key marketing and digital objectives.
- Ensure competing priorities are delivered to a high standard, bringing energy and drive to progressing work with a commitment to getting the job done, during a time of change.
- Provide marketing and digital support to the Communications and Engagement team, agency senior leadership team and DonateLife network regarding marketing and digital activities.
- At times, such as campaign periods, members of the team may be required to work outside of standard business hours.
- Adhere to the [APS Values, Code of Conduct](#) and demonstrating capability in line with the APS Integrated Leadership System and Work Level Standards at the APS 5 level.

Capabilities

To be successful in the role you will be able to demonstrate capability in line with the APS Integrated Leadership System and Work Level Standards at the APS 5 level:

Relevant skills and experience

- Demonstrated experience working on successful digital channels including website and social media that drive community engagement
- Demonstrated experience using social media analytics tools, digital reporting tools such as Google Analytics and the ability to interpret and report on digital performance metrics
- Have a proven ability to support the delivery and roll-out of integrated marketing initiatives and activations that achieve results.

Shapes strategic thinking

- Have innovative, creative thinking that allows you to think outside of traditional approaches to meet objectives and budget requirements
- A proven ability to deliver and evaluate social media and stakeholder engagement strategies that achieve results.

Achieves Results

- Have strong organisation and project management skills and be able to support the delivery of multiple projects concurrently
- Possess excellent organisation and time management skills and the ability to manage competing priorities while maintain high work standards
- Be self-motivated but able to work collaboratively in a team to respond to urgent tasks and adapt quickly to a changing environment.

Cultivates productive working relationships

- Possess excellent people skills, including being able to build and maintain relationships with key stakeholders including partners, community groups, other agencies, external suppliers.

Exemplifies personal drive and integrity

- Behaviours consistent with the values of our organisation and the Australian Public Service
- A demonstrated commitment to the health, safety and wellbeing of all employees.

Communicates with influence

- Communicates clearly with stakeholders including listens, understands and adapts to audience
- Demonstrated exceptional plain English written and verbal communication skills.

Eligibility

To be eligible for this position you must be an Australian Citizen at the closing date of application.

The successful applicant must be able to obtain and maintain a Baseline level security clearance or hold a current security clearance of an appropriate level.

Commencement of employment is subject to the successful applicant undergoing and satisfying a police history check.

We value diversity in gender, backgrounds, culture and experience of our employees and we are committed to providing an inclusive workplace culture that ensures everyone has equal opportunity to contribute, participate and progress. We encourage applications from Aboriginal and/or Torres Strait Islander peoples, people from culturally diverse backgrounds and people with disability. We aim to ensure that all applicants are treated fairly and that they have equal access to job opportunities.

RecruitAbility applies to this vacancy. Under the RecruitAbility scheme you will be invited to progress your application for further assessment if you choose to apply under the scheme. You must advise you would like to 'opt in' to participate in the scheme at the time of submitting your application.

Details about the RecruitAbility scheme can be found at the Australian Public Service Commission website – <https://www.apsc.gov.au/recruitability>.

To Apply

Applicants are required to submit the following to recruitment@donatelife.gov.au:

- A completed application cover sheet (located at <https://www.donatelife.gov.au/work-us>)
- A current copy of your CV
- One page pitch outlining your skills, knowledge and experience against the *Capabilities* component of this advertisement.

Please visit the [employment](#) page of our website for more information about the OTA, our recruitment processes, the application cover sheet template and information on how to apply. Alternately, you can call the Contact Officer or send us an [email](#).