

Position description

Position title	Digital Marketing Officer
Reports to	Communications and Marketing Manager
Date established	June 2026
Direct reports	0
Employment status <i>(Full-time, part-time, contract length, FTE)</i>	Part Time 0.6FTE, 24 Month contract

Background

The Sax Institute is an independent, not-for-profit organisation that improves health and wellbeing by driving better use of evidence in policies, programs and services.

The Institute has an international reputation as an Evidence Specialist, and over 20 years' experience in translating research findings into policy drawing on our own expertise as well as that of our more than 70 member organisations. We work with governments, health organisations, research organisations and a network of experts nationwide to analyse policy problems and find the best evidence-based solutions.

Marketing and Communications

The Marketing and Communications function plays a critical role to help deliver against the organisation's strategic priorities of building high-impact partnerships and amplifying the Sax's visibility, influence and value proposition. It is responsible for building the Sax Institute's profile, credibility, and influence in the health and adjacent sectors, whilst growing the organisation's approach to philanthropic fundraising.

It translates the organisation's programs and impact into clear, compelling, and credible narratives and content across the Institute's communication channels and leads and supports the development of trusted, long-term relationships with philanthropic partners, foundations, donors, and key stakeholders.

The function takes an integrated approach to brand stewardship, media and PR, stakeholder management and marketing communications so that coordinated messaging and effective relationship management ensures that all external engagement—whether with funders, media, partners or the broader community—strengthens the Sax Institute's profile, reputation, trust and long-term sustainability.

Purpose of position

The Digital Marketing Coordinator plays a key role in supporting the Communications team to plan, create, publish and monitor engaging, accurate and on-brand digital content across existing and emerging platforms. Working closely with internal stakeholders, the role helps strengthen the organisation's digital presence and supports audience cohort recruitment, with a particular focus on social media, campaign delivery and audience engagement, while contributing to broader

communications objectives through strong content coordination, attention to detail, a proactive approach and any other tasks as required.

Key accountabilities

Key accountabilities	Performance expectations
• Create, schedule, publish and maintain digital content across website, email, social media, paid and other relevant channels, supporting campaign delivery and ensuring content is accurate, engaging, current and aligned with brand standards.	• Produces, publishes and updates accurate, audience-focused digital content across agreed channels on time and to accessibility, useability and brand standards. • Maintain content and campaign schedules, approvals, briefs, and assets while coordinating effectively with internal stakeholders and external suppliers where required, to support coordinated, error-free delivery. • Keeps website content, landing pages, forms and digital assets current, accessible, user-focused, on-brand and functioning as intended. • Escalates outdated, incorrect, underperforming or technically complex content issues where needed. • Maintains digital assets in an organised, accessible and up-to-date manner consistent with brand and accessibility requirements. • Optimises website content using digital publishing and SEO best practice.
• Track and interpret digital performance data, coordinate content calendars, monitor digital channels and support audience engagement by identifying insights, responding to routine enquiries and escalating issues as appropriate.	• Tracks, maintains and reports digital performance information accurately across relevant channels using agreed metrics, tools and timeframes, and shares results in a clear and meaningful way for stakeholders. • Interprets data and channel activity to identify trends, insights and recommendations that improve content, engagement and effectiveness. • Maintain content calendars, monitors routine enquiries and escalates sensitive, complex or emerging issues in line with agreed protocols and brand standards. • Identifies emerging digital trends, platform updates and practical opportunities to improve content, audience engagement and channel performance.
• Draft, edit and format audience-focused digital content, including e-newsletters, promotional materials and campaign communications.	• Drafts, edits and formats clear, accurate and audience-focused digital content for newsletters, promotions and campaigns. • Tailors content to suit channels, audiences and objectives while maintaining brand, style and quality standards.

- Applies proofreading, formatting, quality control and stakeholder feedback to finalise content within agreed timeframes.

Selection criteria: Qualifications, Skills, Experience and Personal qualities

Essential

To be successful the Digital Marketing Officer you should demonstrate the following technical and behavioural competencies:

Essential

- Demonstrated experience in digital communications, digital marketing, content coordination or a similar role.
- Strong written communication and copywriting skills, with the ability to tailor content for different audiences, platforms and digital channels.
- Experience managing or supporting social media, website content and email communications.
- Confidence using digital platforms and tools, including website content management systems, email marketing platforms, social media publishing tools and Microsoft 365 applications.
- Working knowledge of digital campaign coordination, reporting and analytics.
- Understanding of digital publishing best practice, including basic search engine optimisation.
- Strong organisational skills, with the ability to manage competing priorities, coordinate timelines and work effectively in a lean team environment.
- Ability to apply brand and style guidelines consistently.
- Awareness of current digital trends and the ability to translate insights into practical recommendations.

Desirable

- Experience in the not-for-profit sector and/or health or medical field.
- Experience using analytics tools to measure and report on digital performance.
- Experience with design or content creation tools such as Canva or similar platforms.
- Relevant qualifications in communications, marketing, digital media or a related field.
- Experience supporting paid digital campaigns

Challenges

- The Sax Institute currently has a limited social media presence, requiring focused effort to build its platforms, grow audiences and strengthen engagement.

Key stakeholders and relationships

Internal relationships

- **Sax Communications team** - close day-to-day collaboration on content, campaigns, priorities and delivery.
- **Communications and Marketing Manager** - for direction, approvals, workload management and performance support.
- **Program and project leads** - to source content, coordinate messaging and align digital activity with organisational priorities.
- **Internal subject matter experts** - for accurate content input, reviews and approvals.
- **Executive or senior stakeholders** - where content supports strategic announcements, campaigns or reputation management.

External relationships

- **Website users, subscribers and social media audiences** - as the primary external audiences for digital content.
- **External partners and collaborators** - for joint promotions, events, campaigns or shared communications activity.
- **Suppliers and service providers** - such as platform providers or production support, if relevant.

Key meetings/committees/working groups relevant to this role:

- 18 and Up Communications project meetings
- Communications team meetings