



POSITION DESCRIPTION

Position:	Promotions and Marketing Co-ordinator
Reports to:	CEO
Status:	Fixed-term Contract until June 2026, with possibility of extension subject to Government funding
Hours:	2 days per week (up to 5 day fortnight negotiable)
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Classification:	Social and Community Services Employee Level 5

About Community Resource Unit

Community Resource Unit (CRU) exists to create and promote positive change so that people with disabilities can belong to and participate in community life.

Our mission is to inspire, challenge and equip people to embrace ideas, to take action and build a movement for change.

CRU's values are Inclusion, Diversity, Relationships, Courage, Imagination, Wisdom, and Choice.

Purpose of Position

The Promotions and Marketing Co-ordinator is a new role which will work collaboratively with members of CRU's team (including the CEO, the Digital, Media and Information Facilitator and our Admin Team) to promote the work of CRU.

The role will oversee promotion of CRU's work, including our events calendar, digital platforms (website resources and videos) and our hard copy publication and resources.

The co-ordinator will work with the CRU CEO and leadership team to further CRU's profile in line with our values and mission.

The role will take responsibility for external communications by developing a marketing and promotions plan and enhancing our communication strategies for event promotion, digital/social media, traditional media, management of branding and collateral, and marketing of publications and resources.

Key Responsibilities for the Promotions and Marketing Co-ordinator

Area	Description
Media	Drive strategies to create a strong social media presence to support the work of the organisation and promote values of inclusive lives for people with disability. Develop press releases and liaise with traditional media as needed.
Event Promotion	Contribute to the creation of promotional resources for all events across the organisation and take a lead on ensuring timely development and distribution of event flyers and other event marketing. Work collaboratively with the CRU team to ensure effective marketing and promotion of events, including connecting with other organisations and media outlets.
Extend networks and engagement with a diversity of people with disability and their families	Build and/or enhance existing links with a diverse range of people with disability and their families. Map existing networks across Queensland and identify key peer supporters, organisations and workers who support diverse families including those from First Nations and CALD backgrounds. Ensure CRU's promotions and resources are culturally appropriate and accessible for a broad audience.
Resource Materials/Content Creation	Develop resource materials, including promotional materials, annual reports, and printed and digital publications. Copywrite and proofread in line with the brand voice for diverse platforms and channels, including print flyers, social media assets, email newsletter and websites. Comply with all copyright legislation and processes, especially in relation to photography and use of images. Maintain a database of all relevant reports/resources of CRU. Ensure all materials and resources align with CRU values and branding requirements.
Brand Management	Oversee all the elements of brand management across the entire organisation in relation to: <ul style="list-style-type: none"> • Logo • Style guide • Font • Colours • Imagery

Key responsibilities for all CRU staff:

Area	Description
Organisational activities	<p>Work collaboratively with the CEO, team members and Board to further evolve the work of CRU. Work is prioritised to complete tasks when required. If tasks cannot be completed as planned, negotiations are initiated to reach mutually acceptable outcomes.</p> <p>The employee will work as a team member to nurture and sustain a spirit within the organisation that is consistent with CRUs mission and values.</p>
Quality compliance and improvement	Contribute to ensuring CRU's compliance with standards and quality systems as part of ongoing accreditation. Contribute to the continuous improvement of the organisation by identifying opportunities for improvement.
Policy compliance	Adhere to the requirements of CRU's policies and procedures.
Workplace health & safety	Be aware of and ensure that WH&S policies and procedures are fully complied with.
Risk management	Take all necessary steps to control and minimise risk when undertaking activities on behalf of CRU.

Key Selection Criteria:

1. Qualifications in Communications and Marketing and a minimum of two years' experience
2. Demonstrated capacity to work constructively as a member of a team to develop high quality promotional materials and to execute a well-developed communications plan.
3. Demonstrated skills in effective use of social and traditional media.
4. Experience in the design, development and dissemination of information and promotional materials to a wide audience utilising a range of digital technologies.
5. Knowledge of accessibility guidelines which remove barriers for people with disability
6. Demonstrated commitment to social justice values and principles that uphold the value, inclusion, and human rights of people with a disability.

Desirable Selection Criteria

7. Evidence of authentic connection with people with disabilities and their families will be well regarded.

Specifications:

- The successful applicant will be required to produce or apply for NDIS Worker Screening Check and Working with Children Check.
- The role is based at the South Brisbane office with flexibility to work hours over shorter days as negotiated.
- The ability to undertake some planned work outside usual office hours is preferred. Flex time can be taken at a time that is mutually agreed time.
- Salary sacrifice options are available.

Your Application:

The application is to include all the following:

- a) **A short cover letter**
- b) **Response to each of the above Selection Criteria** (max. 4 pages) that clearly articulates your abilities and experience that you believe best qualifies you for the advertised position
- c) **A resume/curriculum vitae** Including the names, positions and telephone numbers of at least two referees relevant to the requirements of the position. Referees will only be contacted after an interview.

Email to: CEO at lisabridle@cru.org.au

Due by: **Monday 29th September 2025**

If you have any questions about the positions, please contact Lisa Bridle at lisabridle@cru.org.au