

Job Title:	Communications and Engagement Manager	Job Category:	Full Time
Department/Area:	Engagement	Travel Required:	Occasional
Reporting to:	Chief of Engagement	Salary Packaging:	No
Direct Reports:	Creative Coordinator Content and Engagement Officer Events and Fundraising Officer	Location:	Head Office

Role and Responsibilities

Reporting to the Chief of Engagement (CoE) and a member of YouthCARE's Senior Leadership Team (SLT), the Communications and Engagement Manager provides strategic leadership across marketing, communications, events and fundraising, translating the CoE's strategic direction into an annual marketing and communications plan, working with fellow SLT members to make sure it reflects real needs of stakeholders across the organisation.

The role leads a centralised marketing, communications, events, fundraising and resource development service, and is accountable for brand consistency and reputation across every channel, making sure these functions work together to tell YouthCARE's story, grow its supporter base, and deliver excellent events and campaigns that advance the mission.

Spiritual Leadership

- Lead the team with a culture of prayer, purpose and genuine faith – ensuring each team member understands the theological and missional significance of their work.
- Model a life of Christian faith and practice, and support each direct report in their own spiritual formation journey.
- Open team meetings and key milestones with prayer and reflection, connecting the team's creative and operational work to YouthCARE's mission.
- Must be actively engaged in the life of a Christian church that affirms the triune Godhead of Father, Son and Holy Spirit.

Marketing and Communications

- Develop and implement, in collaboration with fellow SLT members, YouthCARE's annual marketing and communications plan with clear objectives, priorities and success measures that translate the CoE's strategic direction into executable high-value work.
- Oversee brand management, ensuring YouthCARE's identity is applied with excellence and consistency across all channels and materials.
- Lead the production of high-quality content – digital, print, video and socials – that tells YouthCARE's story in a way that moves people to engage, give and advocate.
- Develop and implement a digital engagement plan for YouthCARE's website, social media and email communications, with clear audience growth and engagement targets, and lead its day-to-day delivery.
- Support the CEO and CoE with media and public relations activity, helping position YouthCARE as a trusted, authoritative voice on chaplaincy, Christian Values

Education and wellbeing, and monitor national media activity to provide the CEO and CoE with strategic insights and notice of emerging issues and opportunities.

Brand, Content and Creative Production

- Lead and direct the design functions to produce compelling creative assets across digital, print, and campaign materials.
- Maintain YouthCARE's brand guidelines, templates and content standards, ensuring consistency across every team and touchpoint.
- Lead the content pipeline, stories, photography, video and copy, working with the team to keep a consistent flow of authentic, mission-aligned content.
- Provide creative direction and quality assurance for all internally and externally facing materials, including those produced by other teams.

Events

- Work cross-functionally with fellow SLT members and department leads to align event planning with organisational priorities and maximise engagement across teams.
- Lead and develop the events functions, ensuring internal and external events are planned, resourced and delivered with excellence.
- Deliver YouthCARE's events calendar in line with the strategy set by the CoE – including fundraising events, staff events and stakeholder functions.
- Ensure every event is purposefully designed with a clear objective, a defined audience and a measurable outcome.
- Manage events budgets and report on return on investment against agreed targets.

Fundraising and Donor Engagement

- Lead and develop the fundraising functions to deliver fundraising campaigns and appeals that inspire generosity and deepen donor connection to YouthCARE's mission.
- Lead the development of donor communications and stewardship materials – including acknowledgements, impact updates and appeals, ensuring they are personalised, mission-focused and on-brand.
- Support the regular giving program, helping convert one-off donors to regular supporters through considered, well-timed communications.
- Work cross-functionally with the CFO on corporate partnerships and high net-worth donor engagement.
- Work cross-functionally with the Finance Manager to ensure donor communications align with CRM data and reporting requirements.

Centralising Marketing, Communications and Design Across YouthCARE

- Establish this function as the central point for marketing, communications, design, events and resource development support across YouthCARE with a consistent, centralised service.
- Work cross-functionally and proactively with fellow SLT members across the organisation, including School Services, People and Operations, Finance, CEO's office and SportsCARE, to understand their communications, design, event and resource needs and ensure these are met through the centralised service.
- Develop clear, simple processes for other teams to request support, covering intake, prioritisation and realistic turnaround expectations, so the centralised model is clear and easy to work with.

- Lead the cultural change involved in this shift, building trust and credibility with managers accustomed to producing their own materials, events or communications independently.
- Balance consistency of brand and message with responsiveness to the specific needs of other teams, ensuring centralisation is experienced as a valued service.

External Contractors and Suppliers

- Identify, engage and manage external contractors, agencies and freelance suppliers, such as design, print, digital, video and event production to supplement in-house capacity and support delivery of high-quality work.
- Negotiate scope, cost and quality expectations with contractors and suppliers, ensuring value for money and alignment with YouthCARE's brand and standards.
- Maintain a trusted network of external providers who can be called on to support peak periods, overflow capacity or specialist needs across design, communications, events and resource development.

Team Leadership and Development

- Lead, coach and develop direct reports, setting clear objectives and providing regular feedback and support.
- Build a culture of creativity, collaboration and excellence across the graphic design, communications, events and fundraising, and resource development functions.
- Ensure workload and priorities are well-managed across the team, particularly where individual roles support multiple concurrent campaigns and events.
- Conduct regular 1:1s and performance reviews, including intentional conversations about each team member's spiritual formation and wellbeing.

Collaboration with the Chief of Engagement

- Act as the CoE's key operational partner, holding primary responsibility for working out the strategic direction set by the CoE in practice - in partnership with fellow SLT members - through executable plans, priorities and targets across marketing, communications, events, fundraising and resource development, and for holding the team accountable for delivery against them.
- Provide regular reporting to the CoE on team performance, campaign and event outcomes, and resource development progress.
- Proactively surface risks, opportunities and emerging trends across marketing, events, fundraising and resource development so the CoE is well-informed and ahead of the conversation.
- Support the CEO and CoE with materials, briefings and content required for public-facing advocacy, media engagement and sector representation.

Cross-Functional Collaboration

- Partner with the School Services Managers, and the Chief of School Services on matters of regional or strategic significance, to understand resourcing, communications and event needs across every region, and prioritise the resource development pipeline accordingly.
- Work closely with the CFO and Finance Manager on corporate partnerships and high-net-worth donor engagement, and on the alignment of donor communications with CRM data, financial reporting and stewardship requirements.
- Collaborate with the Manager of People and Culture on internal communications, cultural initiatives, and staff and volunteer recognition.

- Work with the Manager – Systems, Quality, Risk and Compliance on website, CRM and digital platform data integrity, reporting and compliance.
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General

- Contributes to the development and improvement of the performance of the organisation.
- Upholds the Vision, Mission and Values of the organisation.
- YouthCARE upholds and promotes Child Safe policies and procedures.

Key Performance Indicators

Spiritual Formation

- Personal spiritual formation: active and growing engagement in personal spiritual formation – including regular church attendance and intentional spiritual formation practices (e.g. prayer, Scripture, retreat, spiritual direction).
- Team spiritual formation: each direct report is actively supported in their own spiritual formation journey, with intentional spiritual formation conversations as a standing element of all 1:1s.

Marketing and Communications

- Digital reach and engagement: website engagement, social media follower growth and post engagement rates measured against annual targets.
- Content quality and brand consistency: brand audit outcomes (annual); quality of key communications pieces assessed against YouthCARE brand standards.
- Communications effectiveness: open rates and click-through rates for email communications; audience growth across all channels year-on-year.

Events

- Events delivered on time, on budget and with clear objectives met; post-event evaluation completed.
- Participant feedback scores for key events at or above target.

Fundraising and Donor Engagement

- Year-on-year growth in number of regular donors and total regular giving income.
- Fundraising campaign and appeal income achieved against annual target.

Centralisation and Cross-Functional Collaboration

- Adoption of the centralised marketing, communications, design, events and resource development service across all teams and departments, measured through usage and stakeholder feedback.
- Stakeholder satisfaction with the centralised service – including turnaround times, quality and responsiveness – assessed through annual or periodic feedback.

Team Development

- Performance reviews completed for all direct reports on time; team capability growing year-on-year; staff retention at or above sector benchmark.

Selection Criteria

Essential

- Demonstrated experience leading marketing, communications, digital or content teams, ideally within a not-for-profit or mission-based context.
- Experience managing or contributing to the delivery of events and/or fundraising campaigns.
- Strong creative direction and brand management skills, with the ability to maintain quality and consistency across a busy content pipeline.
- Proven ability to lead and develop a team across diverse disciplines – design, communications, events and fundraising, and resource development.
- Experience leading or contributing to the centralisation of a function, with the ability to build trust and influence stakeholders.
- Strong written and verbal communication skills, with the ability to tell a compelling story across multiple channels and audiences.
- Deep personal Christian faith and genuine alignment with YouthCARE's mission.
- Must be actively engaged in the life of a Christian church that affirms the triune Godhead of Father, Son and Holy Spirit.
- Current Working with Children Check and NCCHC clearance, or ability to obtain.
- Current valid driver's licence.

Desirable

- Tertiary qualification in marketing, communications, public relations or a related field.
- Experience managing external contractors, agencies or freelance suppliers.
- Familiarity with CRM platforms.
- Experience in a not-for-profit, faith-based or community services context.

Reviewed By:		Date:	
Approved By:	Tamsyn Cullingford	Date:	17/9/2026