

Marketing Coordinator (Maternity Leave Cover)

Position type: Part-time, fixed-term contract

Contract term: Commencement by agreement, through to March 2027

Location: The Vault Orana, 83 Wingewarra Street Dubbo

Reports to: Chief Executive Officer

Position purpose

The Marketing Coordinator is responsible for the planning, delivery and evaluation of marketing and brand activity across Regional Development Australia Orana (RDA Orana) and its key programs, events and initiatives.

This position provides maternity leave cover supporting the organisation-wide messaging, campaign delivery, stakeholder engagement, digital content, event promotion and reporting across RDA Orana and related initiatives such as The Vault Orana, The Vault Talent Bank, Jobs Board Orana, The Welcome Experience Orana and BAAKA Cultural & Art Centre.

Key responsibilities

Strategic planning

- Work closely with the CEO and team members to ensure marketing activity aligns with organisational priorities, projects, partnerships and events.

Marketing and promotion

- Develop and deliver marketing campaigns for flagship events including the 2026 Orana Youth Forum and 2027 Resources Energy & Industry Innovation Forum.
- Manage and strengthen RDA Orana's digital presence across websites, social media and email marketing platforms to build awareness and engagement.

- Oversee promotion for RDA Orana initiatives including The Vault Talent Bank, Jobs Board Orana, The Welcome Experience Orana, BAAKA Cultural & Art Centre and other current or emerging programs.
- Coordinate digital advertising, social campaigns and EDM campaigns that support event attendance, stakeholder engagement and initiative visibility.

Branding and identity management

- Ensure consistent application of RDA Orana and initiative branding across all communication materials, presentations, websites, printed assets and campaign activity.
- Maintain and apply brand guidelines so internal and external communications reflect organisational values, professionalism and regional identity.

Content creation and management

- Oversee and produce high-quality content across multiple channels, including media releases, website copy, newsletters, blog posts, reports, case studies and stakeholder updates.
- Coordinate the creation of promotional materials such as brochures, flyers, newsletters, presentations and digital assets for RDA Orana initiatives and events.
- Brief, develop or oversee multimedia content including video, podcast, photography and infographic assets where required.
- Maintain and update websites associated with RDA Orana, The Vault Orana, The Vault Talent Bank, Jobs Board Orana, Inland Growth Summit, Orana Youth Forum, Resources, Energy & Industry Innovation Forum and Orana Outlook Forum to ensure information is current, accurate and engaging.

Event Support

- Prepare and oversee event marketing plans for RDA Orana and The Vault Orana events and programs.
- Assist with the development of event materials and content including programs, signage, social media assets, presentations, websites, ticket links and promotional copy.
- Coordinate promotion for The Vault Orana events across social media, newsletters, advertising and stakeholder communications.

Data analysis and reporting

- Monitor and analyse the performance of communications and marketing activity using digital metrics, engagement data, campaign analytics and media monitoring.
- Prepare regular reports on communications outcomes, campaign performance, media activity and stakeholder engagement for the CEO and Board.

The Vault Orana

- Develop marketing campaigns to promote The Vault Orana's offerings, programs and events.
- Create and coordinate promotional materials including brochures, flyers, newsletters, digital content and event promotion for The Vault Orana.
- Manage and strengthen The Vault Orana's online presence, including website, social media and email marketing activity.

Stakeholder engagement

- Working collaboratively with essential partners and contractors
- Develop and maintain positive working relationships with government agencies, industry partners, community organisations, educational institutions and other stakeholders.
- Coordinate joint communications and campaign activity with partners to amplify shared initiatives and outcomes.
- Support community engagement by promoting programs, encouraging participation and capturing feedback across the Orana region.

Core deliverables

The role is expected to manage and coordinate the following regular outputs and priorities:

- Fortnightly RDA Orana newsletter.
- Fortnightly The Vault Orana newsletter.
- Weekly social media posting for RDA Orana.
- Weekly social media posting for The Vault Orana.
- Website updates

- EDM communications to stakeholders regarding projects and initiatives, including DAMA and other partnership activity.
- Social media campaigns for the event program.
- Digital advertising campaigns for the event program.
- Ticketing link setup and promotion for The Vault Orana events.
- Graphic updates for social media, presentations and print materials using Canva and/or Adobe Creative Suite.
- Printing briefs and graphic design briefs for suppliers or contractors.
- Oversight of brand consistency across all communications and collateral.
- Support for HR advertising and recruitment-related promotional activity.

Selection criteria

- University degree in communications, marketing, public relations or a related field and/ or demonstrated experience
- Essential experience in CRM software, Hubspot preferred
- Experience managing social media platforms
- Proficiency in Canva and/or Adobe Creative Suite and general digital communications tools.
- Excellent written and verbal communication skills, with the ability to tailor messaging for different audiences.
- Experience managing digital platforms including websites, CRM, email marketing systems and social media accounts.
- Strong content development skills across print and digital formats.
- Strong organisational skills with the ability to manage competing priorities and deadlines in a part-time role.
- Experience maintaining brand consistency across multiple projects, programs or channels.
- Ability to interpret data and prepare clear reports for leadership.

Submit an application including cover letter and resume to Justine Campbell at ceo@rdaorana.org.au

Closing Date: **May 19, 2026**