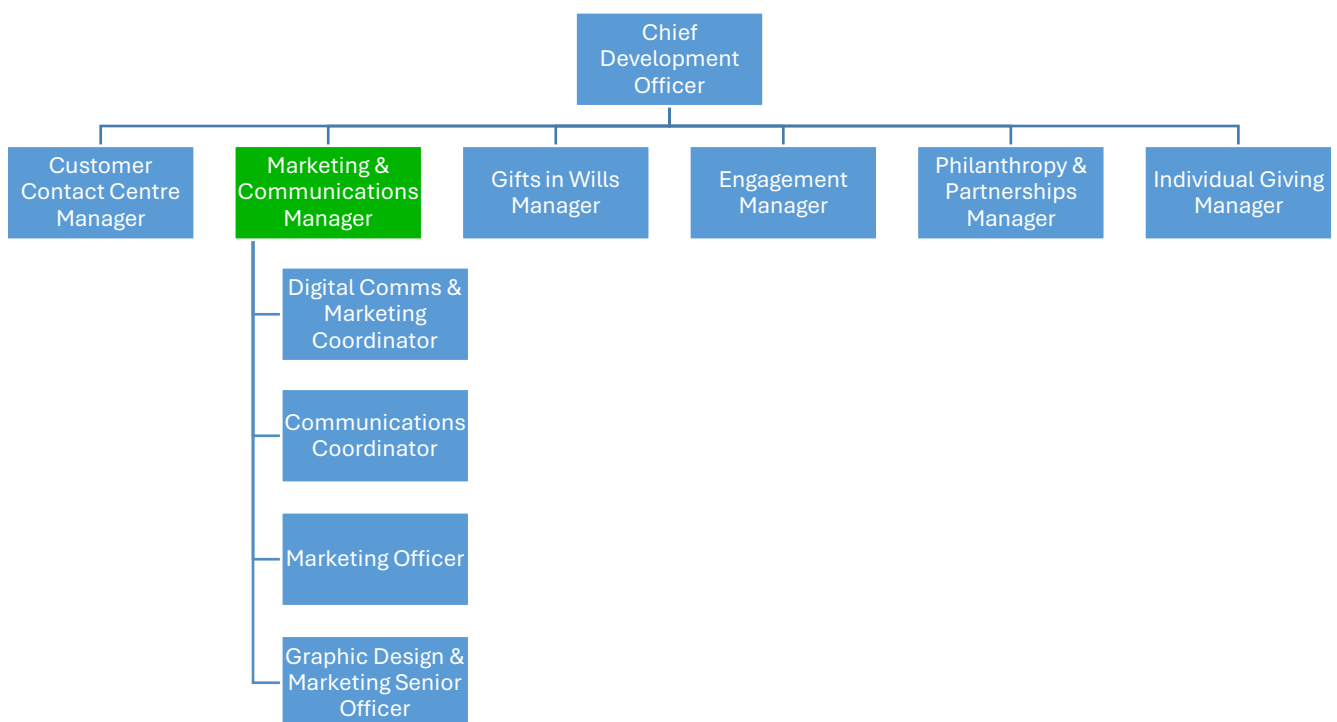


POSITION DESCRIPTION

POSITION DETAILS

Job title:	Marketing & Communications Manager	Level:	Manager
Department:	Community Engagement	Location:	Malaga

REPORTING RELATIONSHIP



ABOUT THE ORGANISATION <http://www.rspcawa.org.au>

The Royal Society for the Prevention of Cruelty to Animals, Western Australia (RSPCA WA) is a not-for profit, non-Government organisation. It was founded in 1892 and is the leading authority on animal welfare issues in WA. We work with Government, industry, and the community to improve animal welfare.

RSPCA WA's values are at the heart of the strong productive relationships that RSPCA WA has with its employees, stakeholders and the WA community. All employees share the objective of achieving better outcomes for animal welfare and commit to the organisational values which are:



Responsible - We take responsibility for our actions and our words



Safe - We prioritise safety in how we work



Professional - We behave professionally and ethically in everything we do and say



Compassionate - We act with compassion towards animals, each other and the community



Accepting - We accept diversity.

RSPCA WA considers Five Domains which impact on the physical welfare and mental wellbeing of all animals:



Nutrition - Animals must have access to suitable quantities of a balanced diet of a variety of nutritious foods and water for optimal health



Environment - Animals must have safe, ample space with suitable temperature, air flow, light and protection from noise for optimal health



Health - Animals must be treated for disease, injury or functional impairment to maintain an appropriate body condition and good fitness



Behaviour - Animals must be provided with opportunities to engage in play, explore, move, bond and interact with others of their species, and have suitable space to retreat and sleep



Mental State - An animal's overall welfare is directly affected by factors of nutrition, environment, health and behaviour, which all impact on the mental health of animals.

ROLE STATEMENT

The Marketing & Communications Manager will bring strong brand, marketing and communications expertise, preferably within the not-for-profit sector, with a focus on audience segmentation, donor engagement, storytelling and measurable impact. The role requires a data-informed and systems-oriented leader who can translate insights into effective campaigns across digital and traditional channels. Working closely with internal teams and external partners, the Marketing & Communications Manager will ensure marketing and communications activity is aligned, consistent, measurable and mission-driven.

CONTEXT

Reporting to the Chief Development Officer, the Marketing & Communications Manager plays a pivotal role in shaping and delivering RSPCA WA's brand, marketing and communications strategy. The role supports mission driven campaigns, fundraising, donor acquisition and retention, commercial programs, prevention, advocacy and education initiatives, and broader community engagement. This newly created position is responsible for leading integrated marketing and communications campaigns that inspire action, build brand awareness, and strengthen community connection with RSPCA WA's mission.

ACCOUNTABILITIES

Key Result Area	Responsibilities
Marketing Strategy and Campaigns	- Develop and implement integrated digital and traditional marketing and communications plans that support fundraising, donor engagement, commercial programs and public awareness objectives. - Lead the planning, delivery and evaluation of multi-channel campaigns, ensuring alignment with RSPCA WA's brand, values and mission.
Audience Engagement	- Design and deliver targeted marketing and communications initiatives that engage existing supporters, attract new supporters, and connect with the broader community. - Use audience segmentation, brand survey results, and behavioural insights to tailor messaging and improve campaign effectiveness.
Digital and Traditional Media	- Oversee the creation and distribution of compelling, accurate and engaging content across digital platforms, including email, social media, website and paid media, as well as traditional channels. - Ensure consistency in tone, messaging, and visual identity across all communications and collateral. - Support the development and optimisation of digital donor acquisition channels, including always-on digital engagement and emergency donation appeals.
Data and Insights	- Use data and analytics to inform marketing and communications strategies, support income generation, track performance, and optimise campaign outcomes. - Collaborate with internal teams to ensure accurate data capture, reporting, and analysis of supporter behaviour and campaign outcomes.
Systems and Tools	- Manage marketing and communications systems and platforms, including CRM, email marketing and analytics tools, to support campaign delivery and supporter engagement. - Identify opportunities to improve marketing automation, segmentation, and personalisation.
Collaboration and Leadership	- Work closely with animal and enforcement operations, community engagement, fundraising, education and commercial teams to ensure cohesive messaging and shared goals. - Manage external agencies, freelancers, and suppliers to deliver high-quality creative and media outcomes. - Lead a productive, proactive and positive Marketing & Communications team, supporting organisational priorities and the delivery of RSPCA WA's mission.

Brand Stewardship	• Uphold and enhance the RSPCA WA brand, ensuring all marketing materials reflect the organisation's values and voice. • Act as a brand ambassador, promoting consistency and excellence in all public-facing communications.
General Duties	• Plan, maintain, and review effective personal performance plans in conjunction with the line manager to support the achievement of agreed outcomes. • Comply with workplace policies and procedures, including Occupational Safety and Health and Equal Opportunity legislation • Maintain a workplace free from all gossiping, bullying or behaviour which is discriminatory or derogatory, in accordance with workplace policies. This includes maintaining a positive, can-do attitude and speaking to people in a manner that is respectful and appropriate at all times • Conduct yourself in a manner that reflects the organisation's values at all times. These are Responsible, Safe, Professional, Compassionate and Accepting.

SELECTION CRITERIA

Essential

- A bachelor's degree in Marketing, Communications or a related field.
- Minimum of 3 years' experience in marketing management or a related role.
- Proven track record developing and implementing successful marketing strategies
- Experience managing marketing teams and working with cross-functional teams.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent communication and interpersonal skills.
- Proficiency in digital marketing tools and platforms.
- Creative thinking and problem-solving abilities.
- Strong project management skills with the ability to manage multiple projects simultaneously.
- In-depth knowledge of current marketing trends and best practices.
- Understanding of market research and data analysis techniques.
- Familiarity with CRM software and content management systems

Desirable

- A good understanding of significant animal welfare issues in WA.
- Experience with digital applications in a fundraising context including acquisition and lead generation strategies
- Experience with graphic design software or video editing tools.

Please note:

- The successful applicant will require a police clearance and driver's licence
- Employees of RSPCA WA are required to demonstrate commitment to the organisation's values, behaviours, policies and processes.

COMMITMENT

My signature below indicates that:

- I have been provided with a copy of this Position Description.
- I have participated in discussions relating to this Position Description.
- I clearly understand its contents.
- I commit to complying with my role and accountabilities.
- I will clarify any confusion I may have with my line manager.

Signing this form indicates my acceptance of all aspects of the role, as outlined in this Position Description.

Employee name _____

Signature _____

Date _____

Version	Version author	Approver	Date Reviewed	Date of Approval
2.0	Sophie Haviland HR Advisor	Carol Morfitt Chief Development Officer	01/09/2026	01/09/2026
Next review:			September 2028	