

Why Join Our Team?

At Children by Choice, **we believe in creating a world where everyone has the freedom to make their own reproductive choices.** As a **proudly feminist organisation**, we're leading the way in reproductive rights and gender equity across Queensland—and we're looking for passionate, values-driven people to join us on this exciting journey!

Imagine coming to work every day knowing you're making a real difference. We're a team that's deeply committed to creating positive change, offering all-options pregnancy counselling, wraparound support, education and training, work with consumers and health professionals as well and advocacy for every pregnant person's right to make informed decisions. Whether it's supporting someone through their pregnancy choices, improving access to safe abortion services, or shaping policy, our work is grounded in compassion, care, and justice.

Our environment is **collaborative, supportive, and dynamic**—and **we want you** to bring your passions to the table. Here, your ideas matter. You'll have the opportunity to contribute meaningfully to improving access to women and pregnant people's rights to parent by choice, to access abortion if that is their choice, and overall work towards gender equality.

With expanded funding under the Termination of Pregnancy Action Plan from Queensland Health and from Queensland Department of Justice and Attorney General, we aim transform reproductive healthcare access across the state. We're also deeply committed to gender equity and the intersections of reproductive justice, domestic, family, and sexual violence (DFSV), with funding from Department of Justice and Attorney General.

This is a place where your commitment to social justice aligns with your day-to-day work, and where your professional growth goes hand-in-hand with your passion for creating a fairer, more equal society.

Children by Choice is led by a voluntary Management Committee, a group of diverse professionals who guide our strategic vision, governance, and core values. Our CEO, working alongside a passionate team of professionals and volunteers, ensures that every voice is heard, and that we work together in a spirit of collaboration and equality.

By joining our team, **you'll be part of a bright, forward-thinking, and values-driven organisation** that's truly at the forefront of reproductive rights in Australia. You'll have the chance to work with like-minded colleagues, develop your skills, and contribute to a movement that promotes change and equality for all.

If you're looking for a place where you can grow, make an impact, and feel great about the work you do, Children by Choice is the place for you.

Join us in making a difference!

Position Description

POSITION	Marketing and Communications Specialist
Reports To	CEO
Date	8 th October 2024
Closing Date	21 st October 2024
Award	Social Community Home Care and Disability Services Award (SCHADS)
Award Level	Level 6
Wage Range	From \$53.84 per hour / approx. \$106,000+ pa (pro-rata) Children by Choice can offer salary sacrifice up to \$15,900 per year tax-free for general living expenses. Additionally, they can also salary sacrifice up to \$2,650 per year for meals and entertainment, bringing the total potential tax-free benefit to \$18,550 annually.
Employment Status	Permanent Part-time (options to work partly from home)
Hours	22.5 hours per week
Direct Reports	Nil

Organisational Environment

Founded in 1972 with a strong grassroots approach, **Children by Choice** continues to carry forward this spirit of advocacy and community-led action as we lead the way in advancing reproductive rights and gender equity.

Children by Choice provides counselling, information and education services on all pregnancy options, including abortion, adoption, kinship and alternative care and parenting. We provide a Queensland-wide counselling, information and referral service for pregnancy.

Nationally we deliver sexual and reproductive health education sessions in health and hospitals around Queensland, across the community and offer training for GPs and other health and community professionals on pregnancy options, reproductive coercion and post abortion counselling across Australia. We provide consumer groups and resource development and are focussed on delivering to priority groups in Queensland, including but not limited to people with a disability, LGBTIQ+ people, women who interface with the justice system, First Nations people, people from Culturally and Linguistically Diverse backgrounds.

Children by Choice fosters a welcoming and supportive workplace, where every team member is encouraged to contribute their skills and passions to our shared mission of advancing reproductive rights and gender equity. Our organisation is governed by a Voluntary Management Committee, a group of dedicated professionals elected annually at the AGM. While the

Committee provides governance oversight, they also offer expert guidance on operational matters to ensure our work remains strategic and responsive to best practices.

You will be part of a small, passionate team of professionals committed to delivering high-quality, evidence-based services. All team operate with a collaborative approach while promoting individual role autonomy and professional development. Together, the direct client working teams and community engagement teams work closely to provide compassionate support, advocacy, and comprehensive information to women, pregnant people, and other stakeholders.

At Children by Choice, we are proud to offer a warm, inclusive, and values-driven environment. We emphasise collaboration, innovation, and a deep commitment to gender equity and reproductive justice.

Our team is dedicated not only to achieving our goals but also to supporting one another in creating meaningful change. This is a place where you can grow, make an impact, and work in alignment with your values.

Our latest strategic plan and annual report, outline our current priorities and reflect our ongoing commitment to expanding access and improving outcomes for all pregnant people in Queensland.

Our **Annual Reports and Strategic Plan** are available on our website at www.childrenbychoice.org.au.

We strongly encourage applications from First Nations peoples, culturally and linguistically diverse (CALD) individuals, and other priority groups, as we are committed to fostering an inclusive and diverse workplace

The Role

Are you a creative, innovative, and collaborative marketing professional who thrives on designing campaigns that resonate with diverse audiences? Do you have a passion for reproductive rights, feminism, and using your skills to amplify the voices of people aged 12-50 and healthcare professionals? This role offers a unique opportunity to modernise branding, direct communications, and develop strategies that shape the future of reproductive rights advocacy.

As our **Marketing and Communications Specialist**, you'll play an instrumental role in driving our organisational voice and messaging across a broad range of stakeholders, including funders, supporters, service users, and health professionals. You'll be an essential part of developing resources and strategies, using a feminist, pro-choice lens in everything we do.

This is not just a marketing job; it's a role for someone who is ready to take action, creatively engage with priority populations, and turn social justice into tangible results. You'll also be part of the exciting task of modernising our branding, website, and voice, all while leading cutting-edge digital campaigns that stretch from TikTok to LinkedIn.

Key Responsibilities:

- **Strategy & Campaign Development:** Lead the creation and implementation of marketing strategies across multiple platforms (social media, print, digital) to elevate our brand and mission with key stakeholders: funders, health professionals, service users, and supporters.
- **Innovative Campaigns:** Craft innovative campaigns using digital tools, memes, TikTok, Instagram, and LinkedIn, blending feminism, reproductive rights, and social action.
- **Collaborative Communication:** Work closely with internal teams, including service delivery, education, and advocacy, to create and align consistent and effective messaging for varied audiences.
- **Branding & Voice Modernisation:** Take the lead in modernising Children by Choice's branding and website to better reflect our values, audience, and mission. Play a key role in making our brand bold, inclusive, and empowering.
- **E-News & Publications Management:** Collaborate with the Community Engagement Team to produce high-quality e-newsletters, publications, and resources, ensuring that all content aligns with the organisation's feminist and pro-choice messaging.
- **Conference Marketing & Events Coordination:** Work closely with the Community Engagement Team to market and coordinate conferences and other events. Develop promotional campaigns, create event materials, and assist with logistics and communication to ensure smooth execution.
- **Resource Development:** Design and develop resources in collaboration with teams across Children by Choice, including the Community Engagement Team, that educate and engage our audiences, such as websites, blogs, flyers, reports, and digital resources, all while maintaining brand consistency and targets diverse groups of stakeholders.
- **Content Creation & Management:** Develop and manage content across social media platforms, including writing posts, designing graphics, and creating impactful stories that speak to reproductive rights and feminism.
- **Stakeholder Engagement:** Engage consumers and practitioners, bringing their voices to the forefront of our communications and contributing to advocacy efforts that support reproductive rights and healthcare access.
- **Influence & Advocacy:** Monitor and manage external opportunities for influence, including building a strong online presence that advances our feminist values and advocates for policy change.

Why This Role is Outstanding

- **Empower Change:** Be part of an organisation that champions reproductive rights and advocates for gender equity in Queensland. You will help shape the conversation around these critical issues.
- **Creative Freedom:** This role offers incredible scope for creativity, innovation, and growth. You'll have the opportunity to push boundaries with your strategies and campaigns, experimenting with new forms of engagement while staying true to our core mission.

- **Collaborative Culture:** You'll work across all teams in the organisation, ensuring our message is clear, consistent, and impactful across different audiences and channels.
- **Direct Impact:** This role connects you directly with our priority populations, including people accessing reproductive services and healthcare professionals, allowing you to translate feminist principles into actionable communication.
- **Growth & Development:** We're a growing organisation, and this role has room for you to grow, both professionally and in terms of responsibility. You will help shape the future of our marketing and communications efforts.

Selection Criteria

Essential:

1. Tertiary Qualifications such as bachelor's degree in marketing, Human Services, Communications, Public Relations, Health promotion or a relevant discipline OR extensive experience (minimum 3 years). A postgraduate qualification in a related field would be highly regarded.
2. Proven experience in developing and executing successful marketing and communication strategies, particularly across social media platforms (TikTok, Instagram, LinkedIn).
3. A clear understanding of feminist principles, reproductive rights, and advocacy, and how to weave these values into compelling messaging and campaigns.
4. Ability to think outside the box, using creative and contemporary tools to engage audiences. Skilled in using memes, digital storytelling, and visual content.
5. Strong experience in creating impactful, visually appealing designs in Canva for social media, PowerPoint presentations, and other communication platforms. Ability to convey complex information through creative and accessible visual design.
6. Strong ability to collaborate with different teams and stakeholders, ensuring alignment in messaging and strategy across the organisation.
7. Ability to analyse campaign performance data and audience insights to adjust strategies and improve outcomes. Familiarity with marketing analytics tools and data-driven decision-making.

Desirable:

1. Understanding of and experience (or a passion for) working with marginalised and priority populations, including young people, healthcare providers, young people, people with disabilities, members of culturally and linguistically diverse (CALD) and LGBTQIA+ folk.
2. Data-Driven Mindset: Ability to analyse engagement metrics and campaign performance to refine strategies for increased impact.
3. Experience working / volunteering in non-profit organisations or advocacy roles, especially those focused on social justice, reproductive health, or women's rights. Knowledge of the non-profit fundraising landscape would be an advent
4. Knowledge of gender equity and women's rights issues, especially in a Queensland context.
5. Previous experience working in a multidisciplinary environment with close collaboration between service delivery, marketing, and leadership.

What We Offer:

- The chance to make a real impact in advancing reproductive rights.
- Flexible working arrangements and a supportive, inclusive environment.
- Opportunities for professional development and growth within a dynamic and expanding organisation.
- The ability to shape and influence the communications and branding of a mission-driven organisation.

Additional Requirements:

- Applicants must be willing and able to undertake occasional after-hours work as requested.
- Applicants must be eligible for a Blue Card under the Commission for Children and Young People and Child Guardian Act 2000.

Children by Choice embraces a diverse and inclusive environment. Our service values diversity and acknowledges that inclusive spaces generate creativity and innovation in perspective and problem solving while producing more sustainable and effective outcomes. Aboriginal and Torres Strait Islander people, people with a disability and people from the LGBTIQ+ community are strongly encouraged to apply.

It is a genuine requirement of this position that the Community Engagement Worker is a woman as per the exemption granted to Children by Choice by the Queensland Industrial Relations Commission.

[Children by Choice Association Inc. is exempt from the operations of sections 14, 15, 15A, 124, and 127 of the *Anti-Discrimination Act 1991* in relation to attribute in s 7(a).]

How to Apply

We're excited that you're considering joining the Children by Choice team! To apply, please send us:

- A **one-two page response** outlining how your skills and experience match the key selection criteria and duties in this role. You may wish to provide links to previous work / experience.
- Your **current CV** detailing your professional background and qualifications.

At Children by Choice, we value passion, collaboration, and a commitment to making a difference. We encourage you to keep your application clear, friendly, and focused on how you can contribute to our mission.

For any queries please contact: recruitment@childrenbychoice.org.au we're happy to respond via email or call you back!

Please submit your application via email to recruitment@childrenbychoice.org.au with the subject line: **Marketing and Communications Specialist – [Your Name]**

Applications close on 9am 21st October 2024.

We can't wait to hear from you!