

CHILDREN BY CHOICE

POSITION DESCRIPTION

Position Title:	Communications, Marketing & Events Lead
Reports to:	Director of Sector Development
Date:	January 2026
Award:	Social, Community, Home Care and Disability Services Industry Award
Award Level:	Level 5 Children by Choice can offer salary sacrifice up to \$15,900 per year tax-free for general living expenses. Additionally, employees can salary sacrifice up to \$2,650 per year for meals and entertainment, bringing the potential tax-free benefit to \$18,500 annually.
Employment Status:	Permanent full time
Hours:	37.5
Location:	HYBRID - Milton, Brisbane

ABOUT CHILDREN BY CHOICE

Children by Choice is a proudly feminist, values-driven organisation working to advance reproductive rights and equity across Queensland. We provide all-options pregnancy support & counselling, education, advocacy, and consumer engagement, ensuring every person can make informed choices about pregnancy, parenting, kinship care and abortion care.

Children by Choice holds the following values: Pro Choice. Collaborative. Compassionate. Feminist. Integrity.

PURPOSE OF THE ROLE

Responsible for the strategic delivery of CbyC's marketing, communications, and events functions, implementing CbyC's advocacy strategy, building brand awareness amongst diverse stakeholders, and creating and sustaining strategic partnerships to drive service demand.

This position is anchored in feminist principles, reproductive justice, and trauma-informed care. Candidates must demonstrate cultural competency and champion equitable access to abortion care.

KEY RESPONSIBILITIES

Marketing Strategy & Campaign Development

1. Execute end-to-end marketing and communications strategy across multiple platforms (social media, print, digital), with accountability for planning, delivery, evaluation, and continuous improvement.
2. Act as a custodian of the CbyC brand, ensuring consistency of tone, messaging, and values across all platforms and materials.
3. Craft innovative campaigns using digital tools, memes, TikTok, Instagram, and LinkedIn, blending feminism, reproductive rights, and social action.
4. Use CRM systems (HubSpot) to manage stakeholder data, segment audiences, and deliver targeted, timely EDMs aligned with engagement and advocacy priorities.
5. Develop and design in partnership with Sector Development team, all public-facing promotional material including flyers, posters, resources and interactive digital tools, such as quizzes, blogs and video content, ensuring target audiences are centered in the process.

Stakeholder & Community Engagement:

1. Lead the mapping, planning, budgeting and delivery of an annual engagement strategy to both promote CbyC services and to educate the public on reproductive rights and abortion access in urban and regional settings, with a focus on priority populations.
2. Map key events hosted throughout the state and prioritise attendance based on strategic goals and resourcing.
3. Lead the planning, delivery and risk management of CbyC participation in key events throughout the year, managing stalls, promoting services and building strong partnerships.
4. Maintain compliance with outreach and events policy and risk management procedures.
5. Follow up on leads to strengthen partnerships and promote CbyC services.

Advocacy

1. Maintain media register for references to CbyC, abortion policy, reproductive rights, and oppositional forces.
2. Identify emerging reputational risks and escalate issues in line with organisational processes.
3. Maintain an advocacy calendar to influence political decision making, initiating opportunities to present to government, ministers and policy makers to advocate for sustained

organisational funding and improved access to abortion care and reproductive justice across Queensland and Australia.

4. Craft press releases to elevate CbyC voice on issues pertaining to abortion care and reproductive justice in Queensland and Australia.
5. Capture and document stakeholder insights to support continuous improvement, advocacy, and policy development.

Communications, Copy Writing & Website Management

1. Craft and edit all public facing copy, including annual reports, press releases, speech notes, submissions, social media content and grant applications, ensuring technical accuracy and maintaining brand voice.
2. Maintain clear and accurate website content, initiating annual reviews of web pages, and updating the site with new resources when created.
3. Ensure all digital communications meet accessibility, privacy, and ethical standards, including trauma-informed and culturally safe practice.

Media & Risk Management

1. In partnership with CEO actively and accurately respond to external stakeholders as issues arise. This includes, when approved, representing Children by Choice as an authorised spokesperson at events and with media.
2. Act as first point of contact for enquiries, responding to requests for information from journalists and media, researchers, students, and members of the community as well as current stakeholders.

Event Management

1. Lead the planning, budget management, reporting, promotion and successful delivery of the biennial Reproductive Rights and Abortion Conference, supported by a Conference Working Group.

Organisational Contribution & Representation

1. Contribute to organisational planning and policy design.
2. Proof and copy edit all grant applications.

3. Perform any other duties as assigned from time to time to allow flexibility as the organisation evolves.
4. Contribute to a positive organisational culture, promoting shared learning, teamwork and a commitment to intersectional feminist values.
5. Support sector development team in achieving shared goals through collaboration and resourcing.

SELECTION CRITERIA

Essential:

1. Commitment to the vision, mission, values and objectives of Children by Choice, including the right to choose abortion.
2. Tertiary qualification in communications, marketing or a related field, or at least 3 years of relevant experience.
3. Ability to successfully manage communications for a small to medium sized organisation.
4. Evidence of successful planning, delivering, monitoring and evaluating communications strategies and initiatives.
5. Demonstrated ability to research, gather and synthesise information from many sources, and apply this research to implementing strategic communications for a variety of audiences. This includes clear and correct written material as well as the ability to translate specialist language and ideas into content easily accessible to non-specialists.
6. Demonstrated experience leading and executing successful events, conferences or similar.
7. Exceptional interpersonal and communication skills including technically accurate copy writing skills and a strong ability to convey information clearly and concisely to diverse audiences.
8. Experience working in political environments, with knowledge of the political advocacy cycle at both a State and Federal level.
9. Current blue card, police check, driver's licence.
10. Occasional after hours or weekend work required.

11. Commitment to the vision, mission, and values of Children by Choice Association Incorporated, including a strong belief in the right to choose abortion and a dedication to reproductive justice.

Desired:

1. Experience working within stigmatised social environments.
2. Qualifications in training and facilitation
3. Knowledge of the Child Safe Standards and HSQF

PERFORMANCE MEASURES

1. Monitor, evaluate and report on the effectiveness of marketing, engagement, and advocacy activities using qualitative and quantitative measures to inform continuous improvement.
2. Participation in 5 strategically selected events aligned to organisational priorities.
3. Evidenced growth in brand awareness and service demand (e.g. website traffic, service enquiries, referrals, social engagement).
4. Website content remains accurate, current, and accessible and annual review of website content completed.
5. Achieve minimum 250 delegates attending conference (every two years).
6. Organisational values are consistently demonstrated in all professional interactions.
7. Knowledge of the Child Safe Organisation Standards