

Title DIGITAL COMMUNICATIONS SPECIALIST

Job Description

At Royal Life Saving Australia we focus on bringing people together to eliminate drowning and empower communities to be safe around water. This role offers the opportunity to be part of that mission by creating and managing communications that connect, inform, and inspire.

The Digital Communications Specialist is responsible for the creation, coordination and ongoing management of content across Royal Life Saving Australia’s website and social media platforms.

This role plays a key part in delivering engaging, accurate and timely digital communications that support our national campaigns, advocacy work and community programs. With a strong balance of creativity, technical capability and attention to detail, this role helps shape how Royal Life Saving engages with the Australian community on vital water safety issues.

It requires someone with initiative, energy and a proactive mindset - someone who is confident taking ownership of their work and bringing fresh ideas to how we connect with audiences. The role works closely with colleagues across the national office and State and Territory Member Organisations to coordinate messaging, develop engaging content and ensure consistency across digital touchpoints.

You’ll thrive in this position if you’re a clear communicator, highly organised, and passionate about creating content that delivers real community impact.

The role also supports the editing and formatting of publications, reports and stakeholder materials to ensure clarity, consistency and alignment with the organisation’s voice and style.

Scope of Duties

Website & Social Media Content Management

- Lead the day-to-day management of Royal Life Saving’s national website and social media channels.
- Create, update and maintain website content using a CMS (Squiz Matrix), ensuring accuracy, clarity, and alignment with brand and campaign objectives.
- Plan, schedule and publish engaging social content across Facebook, Instagram, LinkedIn, YouTube & TikTok.
- Ensure both platforms reflect consistent messaging, design standards, and organisational voice.
- Monitor performance across channels and use analytics tools (e.g. Google Analytics, Sprout Social) to inform ongoing improvements.
- Bring creative ideas and innovation to how we communicate across digital platforms.

Content Development & Campaign Support

- Write and edit a wide range of content including case studies, articles, media releases and news items.
- Develop and deliver regular digital newsletters and stakeholder EDMs using platforms like MailChimp.
- Create visual content in-house and coordinate with suppliers for advanced or large-scale digital assets.
- Contribute to the execution of national communications strategies and campaigns, ensuring timely rollout across web and social platforms.
- Support the editing and formatting of publications, reports and stakeholder materials to ensure clarity, consistency and brand alignment.

Stakeholder Engagement & Brand Consistency

- Work collaboratively with internal teams and State and Territory Member Organisations to support national alignment on communications.
- Provide guidance on digital best practices and support content across campaigns, programs and initiatives.
- Maintain and evolve the organisation’s communications style guide and tone of voice.
- Assist in the preparation of quarterly digital communications reports (website, media and social), capturing performance insights and key learnings.

Responsibilities, Experience, Skills, Qualifications, Performance Evaluation and Reporting

Responsible To: National Manager – Marketing and Events

Subordinate Staff Directly Supervised: Nil

Subordinate Staff Indirectly Supervised: Nil

Limits of Authority:

- Limited to scope of duties as listed above.

Required:

- Relevant tertiary qualification preferred.
- Current Working with Children Check.
- Full Australian working rights with NO visa restrictions.

Experience Required:

- A minimum of 3-5 years' experience in a similar role.

Skills Required:

- Proven ability to manage both website and social media channels in a professional setting.
- Strong writing, editing and storytelling skills with attention to tone, clarity and audience.
- Proficiency with content tools and platforms including Content Management Systems (preferably Squiz Matrix), Social Media Sites (Facebook, Instagram, LinkedIn, YouTube, TikTok), Sprout Social, Meta Business, MailChimp, Adobe Creative Suite and Canva.
- Demonstrated initiative, self-direction, and the ability to work independently while managing multiple deadlines.
- A creative mindset with a willingness to try new ideas and approaches.
- A collaborative and proactive attitude with a passion for purpose-driven work.

Performance Evaluation:

- The Employer may conduct a formal performance review of the Employee's performance at 6 weeks from the start date, or at any other time it sees fit.
- An employee performance appraisal with salary review will be conducted annually.

Reporting:

- Provision of a quarterly written report on the progress of objectives set in the Work Plan.
- Provision of an annual report against agreed objectives.
- Provision of a written report against key media performance indicators.

Title: Digital Communications Specialist

Approved By: *(Chief Executive Officer)*

Date: _____

Acknowledged By: I have read and understand the above responsibilities.

Name: _____ **Signature:** _____
(Please Print)

Date: _____