

Position Description

Position title:	Communications & Campaigns Manager	Last updated:	January 2026
Reporting to:	Director of Strategic Communications	Location:	Carlton (hybrid)
Job type:	Full time or part time (0.8 min)	Direct reports:	0

Mission

To help people and institutions, regardless of their status or beliefs, to minimise serious harms from legal or illicit drugs.

Objectives

The Communications and Campaigns Manager is responsible for delivering a variety of communications activities and campaigns across multiple channels and for diverse audiences. This will involve managing report launches, multi-channel awareness and advocacy campaigns, in-person and online event planning, and undertaking stakeholder relations and outreach activities.

Areas	Tasks and responsibilities
Communications and campaign management	<ul style="list-style-type: none">• Lead the planning, coordination and delivery of multiple communications activities and campaigns running concurrently, including flagship initiatives such as International Overdose Awareness Day.• Deliver communications and campaign outputs that meet agreed objectives and targets and assess performance to support continuous improvement.• Conceptualise, produce and publish high-quality content and campaign materials, including writing and designing, across multiple channels and formats and for various audiences.• Manage the day-to-day use and upkeep of communications and marketing tools and platforms, such as email marketing, social media, media monitoring, WordPress, Google Analytics, CRM systems and webinar platforms, to support consistent and effective campaign delivery.• Apply strong working knowledge of the media and political landscape to inform communications and campaign output delivery, media engagement and issue positioning.
Stakeholder relationship management	<ul style="list-style-type: none">• Maintain strong relationships with key stakeholders such as community organisations, supporters, media outlets, suppliers/contractors, and other partners as and when needed.• Support the effective implementation and use of the CRM across the organisation.
Team collaboration	<ul style="list-style-type: none">• Work closely with internal team members to understand and amplify the work of Penington Institute.

	<ul style="list-style-type: none"> • Work collaboratively with communications team members and external suppliers to deliver effective communications and campaigns activity. • Actively contribute to organisational processes and meetings.
Reporting & continuous improvement	<ul style="list-style-type: none"> • Provide regular, high-quality reports on communications and campaign activity. • Innovate, developing creative and new ways to communicate and promote our work. • Regularly generate and harness appropriate data and insights to inform and achieve communications and campaigns goals and objectives.
Other	<ul style="list-style-type: none"> • Other duties, as required
VALUES	<ul style="list-style-type: none"> • Productivity • Integrity • Compassion • Persistence • Empowerment
WELLBEING	<p>All team members work to build and maintain a workplace environment and culture that supports healthy lifestyle choices.</p> <ul style="list-style-type: none"> • Ensure you work in a safe way, and without risk to health both physical and mental wellbeing. • Reduce the risks of injury or illness in the workplace so far as reasonably practicable. • Avoid short cuts which could put yourself or someone else at risk. • Report work-related hazards and incidents to the Corporate Services Manager including any issues with mental health. • Ensure reasonable care for your own health and safety and for that of others in the workplace by working in accordance with legislative requirements and Penington Institute's occupational health and safety (OHS) policies and procedures.
LEADERSHIP	<p>Leadership isn't just for managers. We expect all team members to be leaders at Penington Institute.</p> <ul style="list-style-type: none"> • Empower others and promote collaboration. • Invest in the growth and development of the team. • Treats all people equally and honestly. • Be on top of compliance and best practice of your area. • Work well with key stakeholders in other areas of the business. • Work beyond your scope to better business processes and practices. • Encourage people to have a view and raise issues for consideration and discussion. <p>FOR MANAGERS:</p> <ul style="list-style-type: none"> • Responsible for the productivity of your team. • Set goals and monitor the positive impact on the business. • Manage and control cost according to budget. • Ensure sufficient and ample resourcing to get the job done.