



Position Title	Digital Marketing and Communications Coordinator	Tenure	0.8-1.0 EFT continuing
Reporting to	Sarah Thyssen	Job Title	Head Philanthropy Development and Engagement
Located	Level 1, 363 Camberwell Road Camberwell (or interstate/remote depending on applicant)		
Document created by	Sarah Thyssen	February 2026	
Approved by	Leanne Raven CEO	February 2026	

Crohn’s & Colitis Australia (CCA)

For more than four decades, Crohn’s & Colitis Australia has been empowering the almost 180,000 Australian men, women and children living with Crohn’s disease or ulcerative colitis – collectively known as inflammatory bowel disease (IBD) – to live fearlessly.

CCA Purpose

Empower those with IBD to live fearlessly as we drive towards a cure and ultimately a future without Crohn’s and Colitis.

We believe in being fearless and at CCA we:

- Improve quality of life by helping people understand, respond to and actively manage their care.
- Empower and support our community - encouraging innovation, advancing quality of care, and facilitating new knowledge informed by deeper research.
- Advocate, educate and facilitate, leading tough conversations about taboo topics.

We want people to be authentic and unapologetic about their Crohn’s or colitis – whether that leaves them laughing or crying. We know being fearless means there will still be bad days, bad months, or bad years – this is a long-term and life-altering condition which impacts physical and mental health – it’s about giving people the courage, confidence, and the ability to face things head on.

Because in fearlessness, there is strength to drive us toward a cure.

DIGITAL MARKETING AND COMMUNICATIONS COORDINATOR

Are you passionate about building meaningful relationships and creating engaging experiences that inspire people to make a difference? At Crohn's & Colitis Australia (CCA), we're looking for a motivated and energetic Digital Marketing and Communications Coordinator who will play a vital role in driving our social media presence and engaging our target audience via digital and all channels of communication. With your passion for social media and expertise in content creation and community management, you will contribute to the success of Crohn's and Colitis Australia. We are looking for someone who can develop creative assets, both static and video, that adhere to social media best practice. You are a passionate, creative and flexible individual eager to join a purpose driven organisation and help amplify the voices of people living with Crohn's disease and ulcerative colitis.

Position Purpose

The primary purpose of this role is to co-ordinate Crohn's & Colitis Australia's (CCA) day to day digital marketing activities. The role will support CCA's awareness and fundraising campaigns that support the Crohn's and colitis patient and carer community.

The role will have responsibilities including digital marketing coordination and implementation of communications, social media video development and web publishing. This role includes being a member of the Live Fearless Challenge team, coordinating communications for this national event and fundraiser. This role will also be responsible for CCA's Inside Insight magazine, printed twice annually and interviewing community members to share their stories.

The position will be based at Crohn's & Colitis Australia's head office in Camberwell, Victoria and reports to the Head Philanthropy, Development and Engagement. There is flexibility to work from home and interstate applicants who can work virtually will be considered.

Key Responsibilities

Digital communications and marketing – co-ordinate CCA's digital campaigns, social media post creation and scheduling:

- Monitor, measure, and report on social media performance to track effectiveness and identify areas for improvement
- Manage our community and serve as the primary point of contact for all requests, messages, and comments across our social media channels, making sure replies are current and relevant.
- Provide regular updates to teams on trends, sentiment analysis, and notable highlights from community moderation.
- Maintain CCA's social media calendar and schedule regular social media posts to promote day to day business activities and CCA's support services.
- Liaise with graphic designer on social media image requirements.
- Proactively search for topical, interesting and relevant social posts and stories to share with the Crohn's and colitis community.
- Create stories, videos and reels to share on CCA's social platforms.
- Monitor CCA's social feed for comments made by the public and engaging as appropriate
- Monitor compliance with CCA's social media policy and code of conduct.
- Provide social media support for approved external advertisers and 3rd party clinical trials/surveys and coordinate engagement with advertisers
- Source content and write CCA's fortnightly e-newsletters and monitor performance

Communications

- Coordinate CCA's Inside Insight magazine including sourcing stories, conducting interviews and managing the print and fulfillment process in collaboration with the Office Manager
- Conduct interviews with community members and share these on social media and other media
- Manage the CCA stories database.
- Drive engagement with CCA among the community

Events and Fundraising - Including CCA's national Live Fearless Challenge (LFC)

- Act as an active member of the LFC team that organises this national annual event.
- Develop social media campaigns to promote Crohn's and Colitis Awareness Month and the World IBD Day 'Shine a Light' campaign.
- Work with the Fundraising and Campaigns Coordinator on CCA's two annual fundraising appeals and other digital fundraising engagement

Records Management

- Keep up to date records of contributors and stakeholders.
- Ensure the confidentiality of personal stories and data is respected and maintained in line with the Privacy Act.

What You'll Bring

- A passion for supporter care and relationship management — you know how to make people feel seen and valued.
- Strong organisational skills and attention to detail — you can manage multiple projects and deadlines without missing a beat.
- A drive to make an impact — you thrive when your work contributes to a greater cause.

Additional Information

- Some interstate travel and after-hours work may be required for events and community activities.
- Successful candidates will be required to hold a valid working with children check and a satisfactory national criminal history check.
- You'll ensure all fundraising and campaign activities align with CCA's policies and best practice standards.

Job Scope: This position has no direct reports.

Time: Position is 0.8-1 EFT

Salary: Base salary for the full-time role is \$100,776 plus 12% super (\$12,093.12) with total package \$112,869.12.

The role offers access to salary packaging and flexible work options including a 4 day week.

This role offers a fantastic opportunity to make a real difference in the lives of Australians living with IBD. You'll help build a community of fearless fundraisers, campaigners, and advocates who are breaking the silence and driving change. We offer a diverse, inclusive and flexible environment which encourages you to bring your whole self to work. As the successful applicant you'll be joining an organisation where you will be supported to grow, learn and develop your skills to reach your potential.

For further information or to discuss the role please contact Sarah Thyssen, Head Philanthropy, Development and Engagement, Crohn's & Colitis Australia
sarah@crohnsandcolitis.org.au

Person Specification

CRITICAL SKILLS & EXPERIENCE REQUIRED

- A passion for creative content and a practical knowledge of social media
- Skills in interviewing and writing stories for print and online
- Understanding of social media analytics, with experience in monitoring and reporting on data
- Experience of posting and sharing on social media platforms including Facebook, X, LinkedIn, Instagram and TikTok for business .
- Experience in digital marketing, communications, fundraising and/or events.
- Proficient in Microsoft Office applications
- Ability to use design tools including but not limited to Photoshop, Canva, etc.
- Highly organised and able to work on multiple tasks and prioritise tasks.
- Able to follow CCA's writing style guide/tone of voice and write for multiple audiences.
- Able to communicate well with external parties such as ambassadors, social followers, community fundraisers, LFC participants, donors and other stakeholders.
- Ability to work both independently and in a team environment with minimal supervision.

DESIRABLE SKILLS & EXPERIENCE

- Applicable qualifications in business, journalism marketing or fundraising
- Experience in filming and video editing for social media