



POSITION DESCRIPTION

MARKETING AND COMMUNICATIONS DIRECTOR

Position Description

Job Title	Marketing and Communications Director
Reports to	Chief Executive Officer
Type of position	Full Time
Location	Barangaroo, Sydney - hybrid (2 days office / 3 days working from home)
Direct reports	PR & Media Manager, Digital Engagement Manager, Marketing Manager, Communications Manager, and Marketing & Communications Coordinator

About the Role

The Marketing & Communications Director is a key member of the R U OK? Executive Team, reporting to the CEO and providing strategic leadership across marketing, communications, media, digital, brand, and audience engagement.

The Director will lead an integrated marketing and communications function that strengthens the R U OK? brand, reputation, reach and relevance, supporting delivery of the organisation's strategic objectives.

The role will translate organisational strategy into clear audience, brand, marketing and communications priorities, ensuring the R U OK? message reaches the right people, in the right places, at the right time — in ways that are meaningful, accessible and impactful.

The Director will provide strategic advice to the CEO and Executive Team on reputation, communications, audience engagement, opportunities, issues, and risks, ensuring R U OK? communicates with a clear, consistent, and compelling voice.

Leading a team of five, the Director will build a high-performing, collaborative and inclusive team culture, with clear priorities, accountability and measures of success. This is a senior leadership role in a small, purpose-led organisation, with an expectation to remain hands-on during major campaigns and peak periods.

Key Responsibilities

1. Strategic Leadership

- Lead the development and delivery of an integrated marketing and communications strategy aligned to the R U OK? strategic roadmap.
- Advise the CEO and Executive Team on brand, audience engagement, communications, reputation, opportunities, and risks.
- Identify and lead opportunities to increase reach, relevance, influence, and impact.

2. Team Leadership & Capability

- Lead, develop, and empower the Marketing & Communications team, providing clear direction, priorities, and accountability.
- Foster a high-performing, collaborative, inclusive, and psychologically safe team culture.
- Build team capability through workforce planning, professional development, delegation, and performance management, including annual reviews and ongoing feedback.

3. Brand, Reputation & Positioning

- Provide strategic leadership of the R U OK? brand, ensuring it remains trusted, distinctive, relevant, and consistently represented.
- Protect and enhance organisational reputation through proactive communications, issues management, and strategic positioning.
- Ensure public-facing communications reflect the R U OK? values and commitment to accessible, inclusive, and culturally respectful communication.

4. Marketing, Digital & Audience Engagement

- Oversee integrated marketing and digital engagement across priority audiences, platforms, and channels.
- Use audience insights, research, data, and evaluation to inform strategy, investment, and continuous improvement.
- Drive audience reach, engagement, and participation through marketing, digital, CRM, social media, and emerging technologies.

5. Communications, Media & Stakeholder Influence

- Provide strategic oversight of media, public relations, and organisational communications.
- Build relationships with media, sector leaders, partners, and key stakeholders to strengthen our profile, credibility, and impact.
- Support the CEO, COO, and Executive Team on high-profile opportunities, sensitive issues, public statements, and reputation management.

6. Governance, Resources & Performance

- Lead planning, governance, and risk management across the portfolio.
- Oversee budgets, resources, agencies, and suppliers, ensuring investment aligns with strategic priorities and delivers value and impact.
- Establish measures of success and provide timely performance reporting and insights to the CEO and Executive Team.

7. Executive & Organisational Leadership

- Contribute to organisation-wide strategy, planning, culture, and performance as a member of the Executive Team.
- Embed marketing and communications expertise across programs, partnerships, fundraising, events, and organisational initiatives.

Skills and Experience

- Significant senior leadership experience in marketing and communications, typically 7+ years, including leadership of multidisciplinary teams and organisation-wide strategy.
- Relevant tertiary qualification in marketing, communications, public relations, business, advertising, or a related discipline.
- Experience in a purpose-led, NFP, health, social impact, public health promotion, behaviour change, or similarly complex environment.
- Demonstrated experience developing and delivering organisation-wide marketing and communications strategies.
- Proven experience leading integrated, multi-channel campaigns from audience insight and strategy through to delivery, evaluation, and optimisation.
- Strong knowledge of brand strategy, communications, public relations, media, digital engagement, social media, and audience development.
- Ability to use research, audience insights, data, and evaluation to inform strategic decisions and investment.

- Experience providing strategic advice to CEOs, Executive Teams, Boards, and senior stakeholders.
- Experience managing organisational reputation, issues, and sensitive communications.
- Strong financial, budget, project, agency, and supplier management skills.
- Highly developed written, verbal, and presentation skills, with the ability to communicate complex issues clearly and persuasively.
- Strong influencing and collaboration skills.
- Ability to manage competing priorities, ambiguity, and risk, particularly during peak periods.
- Commitment to inclusive, accessible, and culturally respectful communication.
- High digital literacy and experience with contemporary marketing, communications, CRM, analytics, and digital platforms (e.g., Salesforce, Meta, WordPress, Google, Microsoft)
- Demonstrates curiosity about emerging technologies and AI, with the judgement to apply them ethically, responsibly and effectively.

Personal Attributes

- Leads with empathy, integrity, courage, and sound judgement.
- Is strategic, curious, and commercially astute while remaining deeply connected to purpose.
- Is an authentic and inclusive leader who brings out the best in others.
- Builds trust quickly and communicates with credibility and influence at all levels
- Is comfortable making decisions amid ambiguity, complexity, and competing priorities.
- Challenges constructively and provides clear, evidence-based advice.
- Maintains a strategic focus while remaining willing and able to work alongside teams to deliver operational outcomes.
- Remains calm and considered when managing sensitive issues, reputational risks, and high-pressure situations.
- Demonstrates strong emotional intelligence and respect for diverse perspectives and lived experiences.

Other Requirements

- Flexibility to respond to changing organisational priorities and peak campaign periods.
- Commitment to the R U OK? vision, mission and values.
- Genuine interest in suicide prevention, connection and community wellbeing.
- Commitment to a positive, inclusive, and psychologically safe workplace.
- Satisfactory National Police Check and Working with Children Check.
- Ability and willingness to participate in the R U OK? Conversation Convoy and relevant events, including approximately two weeks per year on the road.

Key Performance Indicators

Key Result Area	Measures of Success
Strategic leadership	Integrated marketing and communications strategy and annual plan delivered against agreed priorities, milestones, and measures.
Organisational impact	Demonstrable contribution to reach, awareness, engagement, participation, and organisational outcomes.
Brand & reputation	Brand awareness, trust, relevance, and consistency are strengthened, with reputation risks proactively managed.
Campaign effectiveness	Major campaigns achieve agreed objectives, with learnings applied to future activity.
Audience growth & engagement	Priority audiences demonstrate measurable growth and/or quality engagement across relevant channels.

Key Result Area	Measures of Success
Media & influence	Agreed quality and reach of media coverage and strategic opportunities, with strong representation of organisational messages.
Team performance	Clear objectives, performance conversations, and development plans; strong engagement, accountability, collaboration, and delivery.
Cross-functional effectiveness	Marketing and communications are effectively integrated across programs, partnerships, fundraising, events, and strategic initiatives.
Financial stewardship	Portfolio expenditure is managed within approved budgets, with investment informed by value, performance, and strategic return.
Reporting & insight	CEO and Executive Team receive timely, accurate, and actionable reporting on performance, insights, risks, and opportunities.
Risk & governance	Material risks are identified and managed; relevant communications, brand, privacy, accessibility, and procurement requirements are met.
Stakeholder relationships	Strong relationships with media, sector, agency, partner, and internal stakeholders contribute to organisational objectives.
Organisational leadership	Meaningful contribution to Executive Team priorities, organisational culture, strategic planning, and organisation-wide performance.

About R U OK?

R U OK? is a charity dedicated to creating a world where we are all connected and protected from suicide.

We are a purpose-led organisation working to create long-term behaviour change by encouraging people to connect with one another and have meaningful conversations. Our work reaches people across Australia through workplaces, schools, community organisations, media, digital channels, partnerships, and community activity.

R U OK? is a small organisation with a big mission. We are looking for a leader who is passionate about our purpose, brings strategic ambition and sound judgement, and understands the responsibility that comes with communicating about suicide prevention.

Working in this space can be personally and professionally meaningful, and some stories and experiences encountered through the work can be challenging. Lived experience is welcomed and respected. We are committed to supporting the wellbeing of our people and creating an environment where empathy, compassion, psychological safety, and healthy boundaries are valued.

Remuneration and Conditions

- Salary commensurate with skills and experience.
- NFP salary packaging opportunities.
- Hybrid working arrangements.
- Extended leave provisions, including loyalty leave, Summer Fridays, and birthday leave.
- Opportunity to work with a values-driven, friendly, purpose-led team contributing to an important national movement.

- Opportunity to influence the direction, growth and impact of one of Australia's most recognised brands.

How to Apply

If you are interested in the role, please review the position description and email your cover letter and CV to recruitment@ruok.org.au.

Please include responses to the following three questions in your covering letter:

1. Strategic leadership & impact

Tell us about a time you developed and led a marketing and/or communications strategy that contributed to a significant organisational outcome. What was the challenge, what did you do, and how did you measure the impact?

2. Leadership & influence

This role leads five direct reports and works closely with the CEO and Executive Team. Describe a time you brought together a multidisciplinary team or influenced senior stakeholders to deliver a complex or high-priority outcome. What was your leadership approach, and what did you learn?

3. Judgement & reputation

Tell us about a time you managed a sensitive, high-risk, or potentially reputational issue. How did you assess the situation, what advice did you provide or action did you take, and what was the outcome?

R U OK? is committed to an inclusive and accessible recruitment process. We welcome applications from people of diverse backgrounds, cultures, abilities, identities and experiences, including people who are neurodivergent and/or living with disability. Lived experience is valued.

Closing date: Monday 26 October 5pm AEDT

Applicants must have the unrestricted right to work in Australia to be considered for this role.