



Position Description

Position Title	Marketing Lead	
Location	Brisbane, Queensland and / or remote	
Dimension & Scope		
Organisation Scope	<p>Upbeat Arts exists to improve the lives of adults living with mental illness through inclusive, high-quality creative arts programs. While our primary focus is supporting people with mental health challenges, we also welcome participants who may be experiencing social isolation, disadvantage, homelessness, domestic and family violence, or substance dependency.</p> <p>Our Program Leaders work with professional artists to deliver choirs and creative writing groups that foster confidence, creativity, and connection. Research shows that regular participation in these activities enhances mental health, builds social skills, and strengthens a sense of belonging through learning, collaboration, and the joy of performance.</p>	
Purpose & Objective	<p>The purpose of this role is to support the organisation's communications and community engagement by creating and coordinating inclusive, engaging, and accurate marketing content. Working closely with the General Manager and program team, the Marketing Lead will help maintain our website, manage social media content, and assist with the production and distribution of our quarterly e-newsletter.</p> <p>This proactive and creative role plays a key part in telling the stories of our programs, members, and impact—ensuring our communications reflect our values, promote our work, and strengthen connection with our community.</p>	
Reporting Relationship(s)	Direct	General Manager
	Secondary	Chair of Upbeat Arts
	Direct Reports	Nil
	Indirect Reports	Nil
Key Relationships	Internal	Board members of Upbeat Arts Artistic team Program Leaders, choir members, support staff and volunteers
	External	Queensland Health Mental Health Service and non-Government providers of mental health services. Venue management Local government and community groups Stakeholders – Key partners, Patrons, Researchers CKAOS – our Graphic Design Team

Key Responsibilities

Staff, volunteers and members, support staff	<p>Website Maintenance</p> <ul style="list-style-type: none"> Update content on our WordPress site, including staff, news, events, program pages, and resources Ensure accuracy, accessibility, and consistency of information <p>Social Media Coordination</p> <ul style="list-style-type: none"> Create, schedule, and publish engaging content (text, images, video) across platforms (e.g., Facebook, Instagram, LinkedIn) Video editing Help grow engagement and reach through consistent, values-aligned messaging Respond to basic messages or comments, flagging anything sensitive or complex to the appropriate team member <p>E-Newsletter Support</p> <ul style="list-style-type: none"> Draft and format our quarterly email newsletter using our CRM (Constant Contact - Lead Gen) Liaise with team members for content, photos, and updates Maintain and segment email contact lists <p>Blog Writing</p> <ul style="list-style-type: none"> Prepare and publish engaging content to keep our website active with current, relevant, to boost SEO (Search Engine Optimization) <p>General Marketing Support</p> <ul style="list-style-type: none"> Assist with marketing collateral if required (e.g., flyers, posters, simple design tasks) Support promotional campaigns or events as needed
Financial	<ul style="list-style-type: none"> N/A
Business Management and Development	<ul style="list-style-type: none"> Contribute new ideas, including quality practice improvements
Reporting	<ul style="list-style-type: none"> Weekly phone call / check in with General Manager
<h2>Critical Competencies</h2>	
Leadership & Teamwork	<ul style="list-style-type: none"> Excellent interpersonal skills Composed, open, friendly and approachable Able to effectively manage conflict Able to set goals and clearly articulate expectations Tolerant and respectful of all others, regardless of backgrounds or capabilities Handle multiple tasks and duties simultaneously, prioritising as needed
Organisational skills	<ul style="list-style-type: none"> Highly organised, with good attention to detail Able to work to agreed timelines
Commercial	<ul style="list-style-type: none"> Accountable at all times
Safety/Compliance	<ul style="list-style-type: none"> Actively participate in a working environment supporting quality human resource management practices including employment equity, anti-discrimination, workplace health and safety and ethical behaviour

	<ul style="list-style-type: none"> Follow defined service quality standards, occupational health and safety policies and procedures relating to the work being undertaken, in order to ensure high quality, safe services and workplaces
IT and Communications	<ul style="list-style-type: none"> Basic graphic design skills, competent in using WordPress and email editors, computer literate, and proficient in the Microsoft Suite of programs: Word, Excel, PowerPoint, OneDrive, Outlook
Personal Attributes	<ul style="list-style-type: none"> Warm, empathetic, and person-centred in approach Creative and flexible, with the ability to adapt to changing needs Passionate about the role of the arts in wellbeing and community connection Committed to inclusivity and celebrating diversity A natural collaborator with a can-do attitude
Qualifications	
Minimum Requirement	<p>Essential:</p> <ul style="list-style-type: none"> Excellent written communication skills Experience developing content and managing social media communications, for organisations (Facebook, Instagram, Linked-In) Basic website editing (using WordPress) Familiarity with e-news platforms (Constant Contact) Strong attention to detail and organisation Ability to work independently and collaboratively Alignment with our values of inclusion, creativity, and community Ability to occasionally travel to our rehearsals or events to gather footage for social media
	<p>Desirable:</p> <ul style="list-style-type: none"> Basic graphic design skills (e.g., Canva or Adobe Creative Suite) Photography/video editing skills Understanding of arts, community, or mental health sectors Experience in small or not-for-profit teams
What we offer	
	<ul style="list-style-type: none"> Casual position 8 – 10 hours per week A supportive, values-driven team Flexible work hours and arrangements Opportunities to contribute creatively to meaningful community projects