

Digital Marketing and Communications Coordinator

Child Sexual Abuse Prevention – Stop It Now! Australia

About Jesuit Social Services

Jesuit Social Services is a social change organisation working to build a just society where all people can live to their full potential. We do and we influence. We accompany people and communities to foster and regenerate the web of relationships that sustain us all – across people, place and planet; and we work to change policies, practices, ideas and values that perpetuate inequality, prejudice and exclusion.

Our Vision

Building a Just Society

Our Mission

Standing in solidarity with those in need, expressing a faith that promotes justice.

Our Values

- Welcoming – forming strong, faithful relationships
- Discerning – being reflective and strategic in all we do
- Courageous – standing up boldly to effect change

Our Purpose

We work to build a just society where all people can live to their full potential – by partnering with community to support those most in need and working to change policies, practices, ideas and values that perpetuate inequality, prejudice and exclusion.

Position details

POSITION TITLE:	Digital Marketing and Communications Coordinator
PROGRAM:	Child Sexual Abuse Prevention – Stop It Now! Australia
LOCATION:	Richmond
REPORTING RELATIONSHIPS:	This position reports directly to Manager – Stop It Now! This position doesn't have any direct reports
EFFECTIVE DATE:	October 2025

Position Purpose

- Support the development and production of communications products and marketing materials including web, brochures, social media, EDM content, and presentations that promote Stop It Now! Australia helpline and our child sexual abuse primary prevention efforts.
- Coordinate marketing and social media strategies for Stop It Now! Australia team across multiple channels, measuring impact and effectiveness to support service promotion and prevention efforts.
- Enhance referral pathways and digital access to the Stop It Now! Australia Helpline and by supporting website development, optimizing online campaigns (e.g., Google Ads, social media), and collaborating with partners to reach individuals and communities in need.

Program Purpose

Offending Prevention Service/Stop It Now! Australia

Stop It Now! Australia is a child sexual abuse prevention program which works with individuals concerned about their own or someone else's sexual thoughts or behaviours towards children. It was first established by a victim-survivor of child sexual abuse in the U.S. 30 years ago, and we have been delivering the service here in Australia for over three years. We have also received federal funding to develop a larger scale Offending Prevention Service based on the Stop It Now! Australia Pilot program.

The program's key feature is an anonymous phone helpline for people who are worried about their own sexual thoughts and behaviours in relation to children, as well as professionals and family members who are concerned about the behaviour of others. The service also includes a website with advice, self-help materials and guidance to raise awareness around child abuse. Stop it Now! Australia/Offending Prevention Service is dedicated to reducing or eliminating the sexual abuse and exploitation of children and seeks to achieve this by engaging with adults who may go on to harm children, and other protective adults. While the service can be accessed anonymously, all mandatory reporting guidelines are complied with.

The Offending Prevention Service/Stop It Now! Australia sits within the Child Sexual Abuse Prevention team and is part of The Men's Project.

Other work within the Child Sexual Abuse Prevention team includes trialing warning messages to prevent child sexual abuse (CSAM Deterrence Centre) and the What's OK? Australia program

CSAM Deterrence Centre

In collaboration with Jesuit Social Services and University of Tasmania, we are seeking to disrupt child sexual abuse materials (CSAM) and other forms of online child sexual exploitation by working with technology companies to integrate deterrence messaging which deter offending and facilitate help-seeking. Through Government advocacy, partnerships, public awareness, and workforce development, we are committed to shifting deterrence messages to core practice, fostering a safer digital environment and driving sustained, effective action against online child sexual abuse and exploitation.

What's OK? Australia

Child-on-child harmful sexual behaviour is the fastest growing form of sexual abuse in Australia, with up to 50% of child sexual abuse happening at the hands of another child. In collaboration with the University of Melbourne, What's OK? Australia aims to provide a service, similar to Stop It Now! Australia, focused on reducing harmful sexual behaviour displayed by children and young people, as well as providing valuable information on normal sexual behaviour.

The Men's Project

The Men's Project is an initiative of Jesuit Social Services launched in 2017. It provides leadership on the reduction of violence and other harmful behaviours prevalent among boys and men, and builds approaches to improve their wellbeing and keep families and communities safe.

Our vision is for good men, respectful relationships and safe communities.

We will achieve this by:

- research to understand the behaviours and underlying attitudes of men and boys including related to violence, child sexual abuse and the well-being of men and boys themselves.
- promoting positive change around gender norms related to what it means to be a man in the 21st century as well as building skills to intervene to prevent violence; and
- developing innovative ways to stop cycles of violence and harmful behaviour among boys and men.

Current priorities for The Men's Project include:

- drawing on our Man Box research and child sexual abuse prevalence study, building a greater understanding of perpetration including opportunities for prevention and early intervention;
- supporting people who work with men and boys every day (e.g. teachers, sports coaches, social workers) to prevent violence and improve the well-being of men and boys;
- developing new early intervention approaches with adolescents at-risk of using violence;
- strengthening early intervention responses for adults and young people to prevent child sexual abuse; and
- drawing on our grounded practice experience, advocating for systemic changes that seek to prevent violence and child sexual abuse.

The Men's Project builds on Jesuit Social Services' over 45 year engagement with boys and men in trouble, but it also involves us leading new work to reduce violence, to improve the wellbeing of boys and men, and to keep families and communities safe.

Duties of the position

- Produce quality digital communication materials, including writing content for websites and social media channels, implementing Google Ads campaigns, and supporting website updates to enhance engagement and referral pathways.
- Develop and deliver key aspects of the OffendingAustralia marketing strategy including planning, coordinating, developing and implementing strategic marketing and campaigns to support service promotion and prevention efforts.
- Provide basic graphic design support, including use of Canva, for production of social media content, presentation development and website development.
- Create and coordinate the production of collateral materials, such as brochures, posters, fact sheets, and other print and digital resources to promote the helpline and its primary prevention messages.
- Monitor, analyse, and report on the performance of digital campaigns and channels, using analytics tools to inform strategy and improve the reach and effectiveness of communications and referral pathways.

- Collaborate with internal teams and external partners to ensure consistent messaging and branding across all communication materials and channels, and to strengthen pathways to the helpline and prevention services.

Key Selection Criteria

1. Tertiary qualification/s and/or relevant experience in digital communications and marketing.
2. Demonstrated experience in producing quality, creative and impactful digital communication products and projects, ideally in a highly sensitive content area (e.g. child sexual abuse).
3. Experience in planning, coordinating and implementing strategic marketing and communications campaigns across channels, including social media.
4. Demonstrated experience using a range of digital communication tools, software and applications including Canva, Adobe Creative Cloud, Premiere Pro and the Microsoft 365 suite.
5. Demonstrated high quality written communication skills to meet the needs of diverse audiences and stakeholders' expectations. Including ability to identify appropriate language when working in a sensitive content area such as child sexual abuse prevention.
6. Excellent project management, marketing strategy, and organisational skills, with the ability to present strategic plans and solutions and use initiative to work independently and as part of a team and prioritise competing tasks to meet tight deadlines

Key Performance Indicators

- Delivery of quality, creative and impactful digital communication products, projects and campaigns that help the program to achieve communication and marketing goals.
- Growth in audience engagement across digital channels (e.g., social media followers, engagement rates, click-throughs) that contributes to increased awareness, referrals and use of the Offending Prevention Service/Stop It Now! Australia Helpline.
- Effective implementation of marketing strategies and prevention campaigns that reach priority audiences and drive participation, awareness and behaviour change.
- Timely production of accurate and accessible communication materials (including digital and print collateral, website updates, and prevention resources) that align with organisational brand, messaging and accessibility standards.
- Regular monitoring, evaluation and reporting on digital and campaign performance that provides insights to inform continuous improvement and demonstrates progress towards agreed communication and marketing outcomes.

Key responsibilities of Jesuit Social Services Employees

Service delivery/ Practice Framework (share services roles)

- Engage and build positive and constructive relationships with internal and external stakeholders
- Deliver services consistent with shared services guidelines, relevant legislation and funding agreements
- Communicate clearly with others

- Manage competing priorities in a high-volume work environment
- Fulfil the reporting and administrative requirements associated with the position
- Other duties as required.

Team work and supervision (shared services roles)

- Work effectively as part of a team, contributing to group outputs
- Actively participate in regular supervision with the line manager, staff meetings and professional development opportunities.

Continuous Improvement and Professional Standards

- Demonstrate a commitment to own learning and development
- Commitment to risk management and continuous quality improvement processes
- Compliance with relevant legislation, Code of Conduct, policies and procedures of Jesuit Social Services

Diversity, inclusion and culture

- Demonstrate respect and acceptance of diversity at all times and provide culturally appropriate support to all including Aboriginal and Torres Strait Islander peoples and those who identify as LGBTQIA+
- Interact with staff, participants and other stakeholders in a manner that is inclusive, respectful and non-discriminatory

Mandatory Position Requirements

- Current National and International (where required) Police Check
- Current Employee Working with Children Check
- Valid and current Australian Drivers License (desirable)
- Proof of eligibility to work in Australia

Safeguarding Children and Young People

Jesuit Social Services takes child protection seriously, we undertake a range of checks and processes to ensure safeguarding of children, and you are required to meet the behavior standard outlined in our Code of Conduct.

Conditions of Employment

Conditions of employment are in accordance with the current Jesuit Social Services Collective Agreement and Jesuit Social Services Policy & Procedures, including the Code of Conduct.

Employee Acknowledgement

I, _____ (please print name) acknowledge that I have read and understood the contents of this position description.

Employee Signature:

Date: _____

Position Description Approved by:
GM or ED

Position Description Review Date:
2 years from effective date