Marketing & Events Coordinator (Full Time)

Location: Sydney Head Office – Suite 601, Level 6, 22 Market Street
Reports to: Marketing with Impact Manager

About Can Assist

Can Assist is a trusted NSW charity that has been standing beside country cancer patients and their families for more than 70 years.

A cancer diagnosis can turn life upside down - and for people living outside major cities, the burden is often greater. Long distances to treatment, time away from home, and the rising cost of travel and accommodation can add enormous pressure at an already difficult time.

Can Assist exists to ease that burden. Through practical financial support and the strength of our local Branch network, we help ensure that where you live does not determine the care, dignity or support you receive during cancer treatment.

Every story we share, every event we run and every dollar raised helps country families feel less alone - and reminds them that they are supported every step of the way.

About the Role

Can Assist is seeking a creative, organised and proactive **Marketing & Events Coordinator** to support our marketing, events and engagement activities. This role plays an important part in strengthening awareness of Can Assist, supporting key fundraising events, and nurturing relationships with ambassadors, sponsors and supporters.

Working closely with the Marketing with Impact Manager, you will contribute to social media content, event promotion and delivery, ambassador engagement and sponsorship support. Your work will help share real patient stories, support vital fundraising events, and connect supporters to a cause that truly changes lives.

This is an ideal role for someone who is passionate about purpose-driven work and keen to grow their career in marketing, communications and events.

Purpose of the Role

This role exists to:

- Support awareness of Can Assist and the challenges faced by country cancer patients
- Assist in the successful delivery of key fundraising events and campaigns
- Maintain marketing calendars, timelines and task tracking to ensure campaigns, events and communications are delivered on time and to standard
- Strengthen relationships with ambassadors and sponsors
- Help deliver consistent, meaningful and engaging marketing communications that support Can Assist's mission

Key Responsibilities

Social Media & Digital Support

- Plan, create, schedule and manage social media content across all platforms, aligned with Can Assist's brand and messaging
- Assist in planning and delivering digital campaigns (including paid ads) to raise awareness, engagement and donations
- Support the creation of short-form video and visual content using tools such as Canva and CapCut
- Boost brand reach and visibility across 56 Branches' pages
- Monitor social media performance and contribute to reporting and insights
- Ensure all content reflects Can Assist's mission and the experiences of country cancer patients

Event Marketing & Coordination

- Support the planning, promotion and delivery of key fundraising events, including *Can Do the Distance* and *Can Assist Charity Race Day*
- Assist with event timelines, promotional materials, social content and supporter communications, liaising with Branches and Lilier Lodge
- Provide on-the-ground support at events as required
- Help capture event content (photos, video and stories) for use across digital and marketing channels

Ambassador Support

- Assist with the coordination and support of Can Assist ambassadors
- Help prepare ambassador briefing materials, content ideas and key messages
- Support ambassador-related communications, appearances and campaigns
- Maintain ambassador records and assist with relationship management

Sponsorship Support

- Assist with sponsorship administration and supporter communications
- Help prepare sponsorship acknowledgements, reports and promotional materials
- Support sponsor recognition across digital channels, events and marketing collateral
- Work with the Marketing with Impact Manager to ensure sponsor commitments are met and communicated effectively

General Marketing Support

- Assist with reporting on marketing activity, including social media and campaign performance

- Support website updates and basic content management as required
- Provide general marketing and communications support across the organisation, ensuring alignment with Can Assist brand guidelines and approved messaging

Skills & Experience

- Experience or strong interest in social media management and content creation
- Strong written communication skills and an interest in human-centred storytelling
- Confidence using tools such as Canva, CapCut or similar creative platforms
- Highly organised with strong attention to detail
- Ability to manage multiple tasks and deadlines
- A collaborative, proactive approach and willingness to learn
- Experience supporting fundraising events, ambassadors or sponsorships (desirable but not essential)

Values Fit

We're looking for someone who is empathetic, organised and excited to use their marketing skills to make a meaningful difference.

Employment & Practical Details

- This is a **full-time role** based at our **Sydney Head Office**
- Occasional out-of-hours and weekend work, and **regional NSW travel**, may be required to support events
- **Salary commensurate with experience**

Why Work With Can Assist?

- **Make a real difference:** Your work directly supports country cancer patients and their families across NSW
- **Purpose-led organisation:** Be part of a trusted charity with more than 70 years of impact
- **Varied role:** Gain hands-on experience across digital marketing, events, ambassadors and sponsorships
- **Supportive team:** Work in a collaborative, values-driven environment
- **Career development:** Grow your skills in marketing, storytelling, events and stakeholder engagement

How to Apply

Please submit your **CV and cover letter** to **Janet Crayn** at **community@canassist.org.au**

Closing date: 28 January 2026