

Advertisement – Marketing Manager



July 2026

At Foodbank Victoria, every conversation, campaign and story has the power to create change.

Join Foodbank Victoria as our Marketing Manager and help lead the strategy that builds awareness of our mission, strengthens our brand and inspires more Victorians to support people experiencing food insecurity.

This is an exciting leadership opportunity to shape how Foodbank Victoria is seen, heard and experienced across every touchpoint to strengthen community understanding, engagement and support.

Leading our Marketing team, you will develop and deliver integrated marketing, digital and public relations strategies that grow our audience, strengthen our reputation and support fundraising, partnerships and advocacy. Working closely with teams across the organisation, you will ensure every campaign, partnership and communication tells a compelling story and drives meaningful impact.

At Foodbank Victoria, we're growing to meet increasing demand for our services across the state. As we continue to expand our impact, we're investing in talented people who share our commitment to supporting Victorian communities.

If you're a strategic marketing leader who wants to use your expertise to inspire action, strengthen community connections and create lasting social impact, we'd love to hear from you.

Why Foodbank?

Whether it's everyday emergencies or in times of crisis, Foodbank Victoria has been providing vital food relief to vulnerable Victorians for 96 years. We deliver food to people who need it in three different ways: in partnership with our charity partners, through schools and via our regional Community Food Centres.

Across our network of over 450 charity partners and 1400 schools throughout Victoria, we have distributed over 25.1 million meals in the last 12 months and are currently feeding 76,000 Victorians a day.

While supporting our charity and school partners is at the core of what we do, as the state's dedicated emergency food relief organisation, we're also here to assist Victorians through natural disasters, pandemics and the 'invisible disaster' caused by the ongoing cost of living crisis.

Why we are right for you?

Our people come for a career and stay for the mission!

You will join an organisation full of passionate and creative people who champion and invest in the vision of helping to fight for a food secure future for all Australians.

We strive for a diverse and inclusive workforce, fostering a culturally safe and supportive environment where everyone can bring their whole self to work.

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Our locations span across metro and regional Victoria including Altona, Brooklyn, Ballarat, Morwell and our CBD support office but the warmth of our culture is unified across all sites.

Imagine a future with us:

- Lead and develop a high-performing Marketing team, fostering collaboration, innovation and continuous improvement.
- Develop and execute Foodbank Victoria's brand, marketing, digital and public relations strategy to grow awareness, engagement and support.
- Lead Foodbank Victoria's brand positioning, audience strategy, value proposition and messaging architecture to strengthen public profile, grow community engagement and support commercial, fundraising and advocacy outcomes.
- Lead media and public relations activities, including key announcements, reputation management and issue response.
- Drive integrated marketing campaigns across digital, media and communications channels that strengthen our brand and increase community impact.
- Build and maintain relationships with media, industry stakeholders, ambassadors, and relevant partners to manage public-facing communications, ensuring Foodbank Victoria remains a trusted and influential voice.
- Partner with teams across the organisation to deliver compelling campaigns that support fundraising, partnerships, advocacy and community engagement.
- Use audience insights, performance data and market trends to continuously improve marketing effectiveness and grow our reach.
- Lead Foodbank Victoria's digital ecosystem, including website, social media, email and digital channels, to extend brand reach, grow audiences and deepen engagement.

Why you're right for us:

- You want to be a part of a brand that's been around for 96 years and genuinely share our passion for our vision of healthy food for all.
- Able to live and breathe our values of empowerment, accountability, integrity, respect, diversity and equality.
- Minimum of 5 years' experience in a senior marketing role.
- A recognised qualification in marketing, brand strategy or a related discipline is required.
- Demonstrated experience developing and executing brand strategies that build awareness, trust, relevance, reputation and audience engagement.
- Strong media relations experience, including proactive media engagement, issues management, spokesperson support and reputation management.
- Experience leading integrated brand and marketing campaigns across owned, earned and paid channels, including content, social media, website and email marketing.
- Experience using marketing automation, CRM, website and digital analytics platforms to improve brand reach, audience engagement and campaign performance.
- Demonstrated ability to partner with commercial, fundraising, community or stakeholder teams to create integrated campaigns, partnership assets and audience experiences.

We can offer you:

- Access to salary packaging benefits to increase your take home pay.
- Team member engagement scores above 75%.
- Supportive team environment that embraces change and innovation.

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Keen to apply?

- Please review the Position Description on our website in the 'Careers' section at www.foodbankvictoria.org.au and get to know us before you apply.
- Email your application to employment@foodbankvictoria.org.au
- Applications to include an up-to-date resume and cover letter.