



Positive environmental actions, for everyone.

JOB DESCRIPTION

ROLE:	Partnership Communications Specialist
MANAGER:	Partnerships Manager
DIRECT REPORTS:	None
LOCATION:	Sydney
HOURS:	37.5 hours per week (Planet Ark is currently trialing a nine-day fortnight)
DATE:	June 2023

FUNCTION & PURPOSE:

The primary objectives of the Partnership Communications Specialist role are:

- To plan and evaluate communications and marketing strategies for Planet Ark's partners, sponsors and supporter network.
- To develop and implement campaign and marketing assets across a variety of channels.

PRINCIPAL DUTIES & RESPONSIBILITIES

- 1. Work with the partnerships team to ensure that proposed deliverables for partner, sponsor and supporter communications are well-targeted and achievable.
- 2. Work with the communications and partnerships teams to ensure the timely delivery of effective communications campaigns and assets for-partners, campaign sponsors, product endorsements and other supporters.
- 3. Work with campaign managers to develop and implement communications and marketing assets for relevant campaign and program sponsors.
- 4. Plan and implement paid social media campaigns; write articles and set up newsletters; undertake website updates within a simple CMS.
- 5. Establish relationships with sponsors including reporting/evaluation on performance of agreed deliverables and providing insights and recommendations.
- 6. Author the Planet Ark Annual Review, working from inputs from rest of the organisation'
- 7. Ensure personal adherence to Planet Ark’s HR Manual.
- 8. Contribute to other organisational activities beyond the scope of the Partnership Communications role as agreed, and other duties as reasonably directed by the Partnerships Manager.

WORKING RELATIONSHIPS:

INTERNAL	EXTERNAL
Partnerships team	Existing and potential program partners and clients
Communications team	Other suppliers and contractors
Campaign managers	

Essential Selection Criteria

- Minimum 3 years relevant professional experience in marketing, communications, digital marketing or related discipline. Experience planning, creating and evaluating communications content for social media, websites, newsletters.
- An energetic self-starter, with a strong, goal-driven desire to succeed.
- Strong understanding of social media platforms, with a proven ability to produce creative content.
- Experience handling internal stakeholder relationships and the ability to negotiate and communicate agreed outcomes.
- Possess strong interpersonal skills and a demonstrated capacity for problem solving and solution-based thinking.
- Excellent written, verbal and visual communication skills.
- Excellent organisational skills.
- Experience presenting ideas both internally and externally.
- A strong sense of accountability and excellent attention to detail.
- Ability to work well individually and as part of a team.
- Ability to think quickly, work effectively under pressure and to manage several projects at once.
- A strong alignment with Planet Ark's mission and values.

Desirable Criteria

- Familiarity with Adobe Creative Suite, Canva, or similar