



Positive environmental actions, for everyone.

## JOB DESCRIPTION

<b>ROLE:</b>	Communications Coordinator
<b>MANAGER:</b>	Head of Communications
<b>DIRECT REPORTS:</b>	None
<b>HOURS:</b>	37.5 hours per week
<b>DATE UPDATED:</b>	August 2023

### **FUNCTION and PURPOSE:**

The primary function and purpose of the Communications Coordinator role is to work with the Head of Communications, communications team and campaign managers to support the planning, development, implementation and evaluation of Planet Ark's campaign communications and media-based activities.

### **PRINCIPAL DUTIES and RESPONSIBILITIES:**

- 1** Assist in the development and implementation of communication plans to support Planet Ark's campaigns, stakeholder relationships and other activities.
- 2** Assist in the creation of a range of content for Planet Ark's suite of owned communications channels, including newsletter management, contributing to social media content and website management.
- 3** Assist the Head of Communications in maximising coverage of Planet Ark's campaigns including: developing media plans; distributing and following up media releases; coordinating and executing Community Service Announcement (CSA) shoots and assisting with CSA distribution and monitoring; liaising with case study subjects; booking interviews; identifying and acting on relevant media opportunities and responding to media requests.

- 4 Assist in the evaluation of Planet Ark’s media-based activities including monitoring media clips; providing analysis of coverage as required; compiling, formatting, proofreading and editing the media elements of campaign evaluation reports.
- 5 Assist in stakeholder management including Planet Ark partners, sponsors and ambassadors, including content creation for these relationships at times.
- 6 Participate in relevant meetings including general staff meetings, campaign team meetings, communications team meetings and external meetings.
- 7 Identify and undertake professional development opportunities.
- 8 Assist at occasional Planet Ark functions such as National Tree Day, Australian Circular Economy Hub and National Recycling Week events.
- 9 Ensure personal adherence to the Planet Ark HR Manual.
- 10 Contribute to other organisational activities beyond the scope of the Communications Coordinator role as agreed, and other duties as reasonably directed by the Head of Communications.

**WORKING RELATIONSHIPS:**

INTERNAL	EXTERNAL
Head of Communications	Media representatives
Communications team	PR agencies
Campaign managers	Planet Ark’s partners and supporters
Information Centre staff	Other suppliers and contractors
Executive team	
Web developer	
HR advisors	

## **ESSENTIAL SELECTION CRITERIA**

1. Relevant tertiary qualifications and/or workplace experience in media, PR and/or communications.
2. Firm understanding and demonstrated experience of digital media landscape, including social media, and ability to produce digital media content.
3. Demonstrated ability to write clearly to a brief for a range of audiences.
4. Experience creating web content and using content management systems.
5. Demonstrated knowledge of the Australian media and media promotions.
6. Ability to build and maintain successful relationships with new and existing media contacts.
7. Strong interpersonal skills, a good phone manner and a capacity for problem-solving and diplomacy.
8. Strong time management skills, with an ability to manage ongoing, concurrent tasks and meet tight deadlines.
9. A strong alignment with Planet Ark's mission and values.

## **DESIRABLE CRITERIA**

1. Knowledge of environmental issues, including the circular economy, climate change and the waste and resource recovery sector.
2. Proficiency with Adobe Suite of software:
  - a. Graphic design
  - b. Video/audio production
3. Experience using social media content production tools such as Canva and social media management tools such as HootSuite or AgoraPulse.
4. Knowledge of digital marketing metrics and reporting.
5. Experience working with a not-for-profit entity.