



Positive environmental actions, for everyone.

JOB DESCRIPTION

ROLE:	Communications Coordinator
MANAGER:	Communications Manager
DIRECT REPORTS:	None
HOURS:	37.5 hours per week on a 6-month contract
DATE UPDATED:	June 2020

To be eligible for this position, applicants **must address each of the selection criteria** with examples and submit to hr@planetark.org.

Applications that do not contain this information will not be considered.

FUNCTION and PURPOSE:

The primary function and purpose of the Communications Coordinator role is:

To work with the Communications Manager, 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 with a focus on the Circular Economy.
- 2** Assist in the creation of a range of content for Planet Ark's suite of communications channels.
- 3** Assist the Communications Manager in maximising coverage of Planet Ark's campaigns including developing media plans; distributing and following up media releases, Community Service Announcements (CSAs) and other media resources; 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 Plant 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** Undertake various media and communications support activities including editing monthly consumer e-newsletter, Planet Ark News (including content creation, editing and broadcast to subscriber list), assisting with Planet Ark social media, assisting with the coordination and execution of CSA shoots.
- 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, National Circular Economy 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 Communications Manager.

WORKING RELATIONSHIPS:

INTERNAL	EXTERNAL
Communications Manager	Media
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
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, work under pressure and meet tight deadlines
9. Ability to work individually or as part of a team and take directions from others
10. A strong alignment with Planet Ark's mission and values

DESIRABLE CRITERIA

1. Knowledge of environmental issues, particularly the circular economy
2. Proficiency with Adobe Suite of software:
 - a. Graphic design
 - b. Video/audio production
3. Experience using 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