**GREENING AUSTRALIA**

**ACCOUNTABILITY AND OUTCOME STATEMENT**

|  |  |
| --- | --- |
| **Title** | Communications Coordinator |
| **Department/Location** | Sydney |
| **Tenure** | Full-time |
| **Accountable to** | Manager, Marketing & Communications |
| **Stakeholders** | **Internal**  Manager, Marketing & Communications  Australian Lead Team  National Programs and Science team  Staff of Greening Australia  **External**  Agencies (design, print, digital, marketing, PR) |
| **Portfolio Scope** | We are seeking an exceptional writer who is experienced at producing copy for a wide range of traditional, print and digital channels to fill the role of Communications Coordinator in our marcomms team. In this hands-on role, you will be part of a small team, reporting to the Manager, Marketing & Communications but supporting the wider team across our interstate offices.  As our Communications Coordinator, your key responsibilities will include the development and implementation of communications plans, producing inspiring stories about our work for our website and enewsletter, managing our social media channels and leading communications activities for some of our major corporate partners. |
| **Key Position Accountabilities and Outcomes** | Key accountabilities and outcomes for the position include:   * Creating high-quality engaging content for external channels i.e. web articles, social media content, videos, eDMs, print collateral and corporate partnership communications. * Managing Greening Australia’s social media channels – Facebook, Twitter, Instagram, LinkedIn and Youtube. * Supporting field and functional staff with communications, including providing communications advice, proofreading, writing and some basic design work, as well as ensuring content aligns with the organisation’s brand and identity. * Auditing and regularly updating the website as needed. * Updating the communications calendar including national awards, conferences and events. * Preparing CEO and senior staff updates, speeches and presentations. * Policies and Procedures: Adherence to all company policies and procedures as amended from time to time and as applicable to the Portfolio * Workplace behaviour: Maintain respectful relationships with colleagues and staff and ensure that behaviours are in accordance with the code of conduct |
| **Demonstrated Competencies** | The successful achievement of the accountabilities and outcomes requires competencies across the following:  **Leadership and integrity:** Takes responsibility for self management and demonstrating behaviours and practices which are focused on organizational outcomes  **Corporate Responsibility:** Exhibits behaviours and attitude which demonstrate commitment and understanding of corporate goals and values  **Planning:** Demonstrates a structured and organised approach to work activity and meets deadlines and commitments  **Participation:** Demonstrates a willingness to actively engage with other staff and contributes to workplace discussion  **Risk Aware:** Demonstrates an understanding of issues of risk within the work area  **Personal resourcefulness and determination:** is self reflective and accepting of feedback  **Communication and Reporting:** Demonstrates appropriate communication, inter-personal and report writing skills  **Problem solving and decision making:** demonstrates analytical application and problem solving ability  **Team Player:** Recognises the value of teamwork and actively engages in supporting others  **Relevant Knowledge:** demonstrates a high level of expertise relevant to the scope and key accountabilities of the position; ensure staff capabilities address current and future objectives  **Resource Utilisation:** Understands the importance of careful use of company resources  **Health, Safety and well-being:** Applies appropriate standards of health and safety to all activities |
| **Position Requirements** | * Exceptional writing, content production, proofreading and editing skills, and the ability to adjust writing styles to fit a wide range of channels and audiences in an appropriate tone and style that engages, informs and inspires. * Bachelor’s degree required (communications, marketing, journalism or related field). * At least three years of work experience in marketing, communications, journalism and/or science communication. * Experience in digital content creation and managing social media accounts. * High level of proficiency in Microsoft Office (Outlook, Word, Excel and PowerPoint) and Adobe Creative Suite (Photoshop, Indesign and Illustrator) * The ability to build strong relationships with key internal and external stakeholders * Excellent organisational and time management skills * Attention to detail and persistence to see projects and tasks through to completion. * Ability to effectively manage multiple tasks simultaneously. * Confidence to coordinate input from the leadership team and senior staff. * Interest in the environment and/or conservation   Highly regarded   * Experience using Wordpress or similar CMS * Experience with SEO, Google analytics and social media reporting. * Experience in maintaining effective client and supplier relationships, in particular working with digital agencies, printers and graphic designers. * Experience working for a not-for-profit |
| **Key Annual Performance Requirements** | Specific achievement requirements and targets for the function and scope of the role are determined each year and are subject to ongoing discussion as an integral element of the Performance Development and Planning process operated by Greening Australia. |