



Job Description

ROLE:	Communications Coordinator
MANAGER:	Head of Communications
DIRECT REPORTS:	N/A
LOCATION:	Sydney/ Hybrid
HOURS:	67.5 hours per fortnight with a Bonus Day Off on alternating Fridays
DATE:	July 2026

FUNCTION & 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 & RESPONSIBILITIES:

1. Contribute to the development and implementation of communication plans to support Planet Ark's campaigns, stakeholder relationships, and other activities.
2. Create and develop 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. Lead end-to-end management of Planet Ark social media channels (Planet Ark and National Tree Day) in coordination with program managers, including planning, content development, publishing, performance analysis, community management and optimisation.

- 4.** Contribute to campaign performance reporting for stakeholders and content creation/comms execution for Planet Ark campaigns such as C4PA, NTD, NRW, and donations etc.
- 5.** 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.
- 6.** Conduct 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.
- 7.** Manage elements of National Tree Day campaign content including the newsletter, support the development and implementation of campaign communications strategy including content development, community engagement/outreach and optimisation to amplify the campaign's objectives.
- 8.** Assist in stakeholder management including Planet Ark partners, sponsors and ambassadors, including content creation for these relationships at times.
- 9.** Participate in relevant meetings including general staff meetings, campaign team meetings, communications team meetings, and external meetings.
- 10.** Assist at occasional Planet Ark functions such as National Tree Day, and National Recycling Week events.
- 11.** Ensure personal adherence to the Planet Ark HR Manual.
- 12.** 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 demonstrated experience in communications, public relations, media or a related discipline.
2. Demonstrated experience creating engaging content across digital channels, including websites, newsletters and social media.
3. Experience managing organisational social media channels, including planning, publishing, community management and performance reporting.
4. Excellent writing and editing skills, with the ability to produce compelling content for a range of audiences and communication channels.
5. Experience creating and managing website content using content management systems.
6. Demonstrated knowledge of the Australian media landscape and experience supporting media relations activities.
7. Strong interpersonal skills and the ability to build and maintain productive relationships with media, stakeholders and colleagues.
8. Strong organisational and time management skills, with the ability to manage multiple competing priorities and meet deadlines.

9. Demonstrated analytical skills, including experience evaluating communications performance and using insights to improve outcomes.
10. A strong alignment with Planet Ark's mission and values.

DESIRABLE CRITERIA

1. Experience developing and managing paid social media campaigns, particularly Meta platforms.
2. Experience creating visual and video content using tools such as Canva and the Adobe Creative Suite.
3. Knowledge of social media analytics, digital marketing metrics and campaign optimisation.
4. Knowledge of environmental issues, including the circular economy, climate change, and biodiversity.
5. Experience working within the not-for-profit sector.