

Communications Manager

Employment Type:	Fixed-Term (Full Time)
Term	N/A
Department/Team	Communications & Growth, Strategic Communications
Reports to:	Communications and Marketing Lead
Direct Reports:	N/A
Location:	Brisbane

ABOUT THE ROLE

The Communications Manager is responsible for delivering high-impact, strategic communications, particularly focused on supporting key programmatic strategic pillars. Reporting to the Communications and Marketing Lead, this role plays a critical part in engaging audiences and stakeholders through compelling storytelling, integrated campaigns, and aligned communications planning.

Working closely with program teams and supporting other Communications and Growth functions, the Communications Manager ensures communications activities are audience-focused and aligned with broader strategic objectives—including advocacy, brand awareness, and fundraising. The role supports the development and implementation of communications plans that drive visibility, support engagement with philanthropic and corporate partners, and showcase the organisation's global impact and leadership on coral reef conservation.

The Communications Manager will contribute content across digital, media, donor, and stakeholder channels, and will collaborate with internal and external partners to deliver engaging, consistent, and high-quality communications outputs.

KEY RESPONSIBILITY AREAS:

Strategy & Operational Planning/Delivery

- Develop and implement communications plans for GBRF's programmatic strategic pillars, working closely with the Communications and Marketing Lead to ensure that specialist knowledge is built across the communications team to align with the pillars, and communications deliverables are aligned with organisational goals and audience needs.
- Coordinate with the Communications and Marketing Lead to ensure integration with overall communications strategy.
- Develop and implement personal workplan in collaboration with manager

Governance, Risk & Compliance, Quality Management [Policies/Procedures]

- Contribute to the development of policy and procedures relating to the portfolio.
- Contribute to risk management plans in relation to the portfolio.
- Contribute to the mitigation of strategic and operational risk.

Operational Excellence: (Systems, Processes, Operational & Administration Duties)

Communications

- Produce and manage high-quality content for digital platforms, donor materials, reports, case studies, and partner activations.
- Ensure messaging is compelling, accurate, and aligned with brand and advocacy goals.

- With the Communications and Marketing Lead, work closely with relevant Directors from Programs and Partnerships team to support the development and implementation of communications plans for key strategic pillars.
- Ensure communications efforts align with organisational objectives and deliver measurable outcomes across advocacy, brand awareness, and fundraising.
- Proactively research, identify and develop content opportunities for the projects that sit within this role's focus area, to reach local and global audiences, in alignment with the overarching Communications Strategy.
- Support the Digital Content Producer with communications materials including images, case studies and impact points that can be used across GBRF's online platforms to engage audience segments, build the funnel of potential supporters, and is aligned to projects and fundraising campaigns.
- Coordinate the development of engaging donor materials and storytelling content to support philanthropic and corporate partnerships.
- Ensure timely and impactful delivery of partner-specific communications, including reports, digital content, and activation support.
- Provide editorial oversight for content related to strategic pillars, ensuring consistency in tone, messaging, and brand.
- Approve key deliverables and provide strategic feedback to ensure high standards of communication output.
- Track the performance and impact of communications activities, including engagement metrics, and contribute to reporting for internal and external stakeholders.
- Use insights to refine content and improve campaign and communication effectiveness.

Media and Public Relations

- Oversee proactive and reactive media engagement related to portfolio areas, working closely with an outsourced media agency on key 'tentpole moments' to manage media opportunities and risks.
- Serve as a key point of contact for media inquiries related to key programmatic strategic pillars, as directed by the Communications and Marketing Lead.
- Liaise closely with stakeholder to ensure accuracy and leverage of media opportunities.
- Brief and prepare GBRF executives for media opportunities.
- International/domestic travel required on ad hoc basis.

Stakeholder Management/Engagement

- Collaborate with program and partnerships teams to develop materials that support donor relations and partner recognition.
- Ensure communications reflect partner contributions and promote collaborative success stories.
- Collaborate with stakeholders to identify risks, prioritising, developing mitigation strategies and treatments related to portfolio.
- Cultivate strategic partnerships and relationships that can further GBRFs communication efforts and engagement.

Performance Management

- Support a culture of collaboration, creativity, accountability, and continuous improvement within the communications team.
- Participate in check-ins as needed, to identify deliverables and help ensure Communications goals are met.
- Understand, keep current and adhere to workplace policies and procedures.
- Cultivate workplace practices and behaviours that promote, support and maintain a safe, healthy, equitable, diverse and respectful workplace.
- Promote a shared understanding of the Foundation's mission, purpose and strategic direction.
- Contribute to a positive culture and model the Foundation's values.

SKILLS AND EXPERIENCE

1. Tertiary qualification in Communications or related field (marine science background is an asset but not essential)

2. 3-5 years professional experience in communication, ideally within the not-for-profit or charity sector.
3. Proven experience in developing and delivering strategic communications in a purpose-driven, environmental, or global context.
4. Strong writing, editing, and storytelling skills, with a demonstrated ability to tailor content for diverse audiences and channels - while refining and upholding brand voice and messaging to ensure clarity and consistency across all written materials.
5. Experience collaborating across teams to support communications needs and elevate content quality.
6. Familiarity with media relations and/or digital communications, including supporting campaigns and content aligned to advocacy and fundraising goals.
7. Excellent organisational and project management skills, with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
8. Ability to translate the importance of the work of the Great Barrier Reef Foundation in a compelling manner (in written and oral form) to our partners.
9. Relationship builder with the ability to influence and build trust-based relationships across teams and partners.
10. High energy, maturity, and leadership capabilities with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
11. Demonstrates commercial discipline and consistency through compliance with Foundation policy and process and performance expectations.