



Position Description

POSITION TITLE:	Communications and Marketing Coordinator
DATE:	September 2026
HOURS:	3 days per week, occasional after-hours and weekend work
TYPE OF EMPLOYMENT:	Ongoing, part-time
CLASSIFICATION LEVEL:	Level 4 of the SCHADS Award

Organisation Overview

Founded in 1999, the Port Phillip EcoCentre works to connect, educate, inspire and empower people to protect land, water, wildlife and wellbeing. Our team of scientists, educators, community workers and 2800+ volunteers design and implement innovative environmental programs. We nurture and develop solutions, deliver original research and education, and conduct hands-on projects, with a focus on community leadership and cross-sectoral collaboration.

The EcoCentre's redeveloped, zero-emissions community and education hub and Citizen Science Lab recently launched in the St Kilda Botanical Gardens. With this as our base, and nature as our workspace, we reach across *Naarm* Greater Melbourne to bring people of all ages and backgrounds together, to spark solutions and inspire environmental leadership.

The EcoCentre is an incorporated association managed by a community-based elected Committee of Management.

We acknowledge the First Peoples of the land and waters where we operate, and acknowledge that sovereignty was never ceded.

Under the *EcoCentre Strategic Plan 2024-2027*, we are striving for four outcomes:

- **Connect:** People are informed and feel connected to nature and each other.

- **Act:** Individuals and groups take action to mitigate and adapt to climate change and protect the environment.
- **Transform:** Our partnerships and cross-sectoral networks drive positive systemic environmental changes.
- **Enable:** The EcoCentre is an effective, efficient, inclusive and innovative organisation.

The EcoCentre is an equal opportunity employer. It is committed to providing opportunities for people from backgrounds and identities which historically face systemic disadvantages in employment, as well as under-representation in environmental decision-making.

The EcoCentre is fully committed to providing a safe, inclusive, and respectful environment for all children and young people engaging with its programs. The EcoCentre has zero tolerance for child abuse, racism and other harm. We are committed to upholding child protection laws, regulations and Child Safe Standards, with child safety and wellbeing embedded into all aspects of our work. All staff of the EcoCentre must complete Working With Children Checks and will be provided with mandatory Child Safety training.

The EcoCentre AI Policy recognises the range of environmental, moral, ethical, factual and health issues related to the rapid expansion of generative AI. The policy guides the use of AI in our work including communications, with a first principle of minimising AI usage.

Purpose and Functions of the Communications and Marketing Coordinator

The purpose of the role is to grow impactful participation with the EcoCentre, by communicating the vision and strategically lifting organisational profile to a range of internal and external groups, including current and prospective participants, impact partners and donors.

In consultation with the EO, program leaders and project managers, the Communications and Marketing Coordinator will produce and publish a range of digital content, social media, printed reports, traditional media, newsletters, and physical brand identity (e.g. signage, uniforms). Content will align with the EcoCentre brand voice and Strategic Plan objectives.

They will manage the EcoCentre website and CRM system, deliver multimedia digital storytelling, and develop fundraising campaigns, support fundraising events and donor stewardship.

While the role does relate to outdoor environments, it involves mainly desk-based work. It is based at the EcoCentre offices, with opportunities to attend events and programs outdoors.

Key Responsibilities, Duties and Roles

- Raise the EcoCentre's profile to grow participation in EcoCentre programs, services, volunteering and donations.
- Cultivate a strong, positive sense of the EcoCentre's work and impact through a variety of media.

- Develop, implement and evaluate a Communications and Marketing Strategy and annual plans, in consultation with the Executive Officer.
- Proactively create and collate written, photographic and video content for newsletters, social media and website, write articles and blog posts in collaboration with project coordinators, and coordinate EcoCentre publications and style guide. Minimise AI use and adhere to EcoCentre's AI Policy.
- Liaise with webhosts to maintain the website and the CiviCRM system to stay secure, fully functional and relevant. Identify strategic automations and process improvements for the CRM.
- Grow, manage and engage our CRM database of members, donors, subscribers, participants and supporters, partners, funders.
- Coordinate multimedia communications for fundraising email appeals and events, in consultation with the Executive Officer.
- Support the development and implementation of a Fundraising Strategy.
- Deliver short-form digital storytelling including video clips and blogs. Collaborate with staff to generate strategic content for storytelling, marketing and annual reporting.
- Maintain the asset library, digital and hard copy, of still images, media clippings and video content.
- Identify and support best practice strategies for utilising the new EcoCentre's hybrid meeting technology to improve reach and engagement.
- Collate newsletters and content to encourage learning and engagement, tailored to strategic platforms including CiviCRM (Mosaico for newsletters), Facebook, Instagram, YouTube, and LinkedIn.
- Maintain an active understanding of the complete range of EcoCentre programs and activities, impacts and user experiences. Coach team members to produce excellent content for communications and marketing, including the website.
- Ensure content and systems are compliant with all relevant legislation and policies including for privacy, child safety, copyright and cybersecurity.
- Ensure inclusiveness of communication practices and marketing campaigns.
- Recommend and collate meaningful data and evaluation measures for communications and marketing initiatives, to report on outcomes in alignment with our *Strategic Plan, Monitoring and Evaluation Framework* and annual reporting.
- Support the Executive Officer as required.

Relationships and Accountabilities

Reports to: Executive Officer

Supervises directly: Volunteers, interns

Key relationships

- EcoCentre staff, volunteers and Committee of Management
- External media outlets
- Partner groups and funding bodies including schools, local government, community organisations and other potential funders and partners

Key Selection Criteria

1. A relevant tertiary qualification (or equivalent) and/or 4+ years of professional experience in communications, marketing, media and donor engagement, and management of digital presence.
2. Proven experience in developing, delivering and reporting against a Communications and Marketing Strategy that demonstrably builds the organisational profile, program enrolment and revenue, donations, and literacy on key issues.
3. Outstanding communication and storytelling skills with demonstrated ability to write, produce and place impactful emails, media releases, web content (written and film), and social media copy. The ability to rapidly write/produce clear, concise, and fact-checked content, without reliance on AI, is essential.
4. Demonstrated success driving face-to-face and digital network-building, acquisition and retention plans for members, donors, volunteers and subscribers, including targeted email appeals to prospective and current donors and supporters.
5. High level of ICT proficiency including Microsoft Office suite, Canva, social media and website management, and CRM systems; and ability to identify and adapt to emerging platforms of relevance. Basic HTML knowledge and experience with CiviCRM is regarded favourably.
6. Excellent strategic thinking, interpersonal skills and sensitivity to work as an effective EcoCentre team member and to build relationships with traditional media, government, wider community and funding partners. Proven track record acquiring donors and donor stewardship, and building rapport with media contacts.
7. Demonstrated project coordination and time management skills, including proven ability to identify priority actions that achieve impact with limited resourcing.

Other relevant skills, knowledge and experience (Desirable)

8. Experience planning and promoting events for community and for donors, that meet agreed metrics for success.
9. Excellent understanding of environmental issues, principles and best practices, with an appetite for ongoing learning.

10. Practical examples of personal/professional commitment to improve diversity, equity, inclusion and environmental justice.
11. Current Working With Children check and First Aid Certificate