



Position Description

Position Title: Senior Media & Marketing Coordinator
Department: Community Engagement
Reports to Position: Marketing & Communications Manager
Direct Reports: Nil

Guide Dogs Queensland Values

All employees are required to conduct all activities in a manner consistent with our CARES values:

C – Committed

A – Accountable

R – Respectful

E – Ethical

S – Successful

NDIS Risk Assessed Role

Managers to complete risk assessment – please select:

Key Personnel Role ☐ Yes ☒ No

Delivery of support/services to clients ☐ Yes ☒ No

More than incidental contact with clients ☒ Yes ☐ No

Position Overview

The Senior Media & Marketing Coordinator is responsible for planning, developing, implementing and evaluating targeted public relations campaigns and strategies to boost public support, engage with clients and supporters, protect and enhance the Guide Dogs brand within the community, and deliver effective media, fundraising and advocacy results.

Working as part of the Marketing & Communications Team, this role transforms the stories of our clients, our dogs and our organisation into warm and engaging content that speaks to the needs of our audiences across multiple communication and media platforms.

Essential Functions and Responsibilities

- Strategically set, manage and deliver on targets and goals to provide effective promotion, messaging, fundraising support and brand awareness of Guide Dogs as a leading charity and service provider.
- Provide expert media advice to the Marketing & Communications Manager through planning, developing, implementing and evaluating targeted public relations campaigns and strategies to boost public support, engage with clients and supporters, and deliver effective media, fundraising and advocacy results across multiple platforms.
- Through an extensive knowledge of the evolving media landscape, plan and deliver effective media packages to meet the changing needs of newsrooms, while building a network of media contacts around the state

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to maximise branding and advocacy opportunities for increased positive public awareness.

- Provide expert level proactive and reactive writing and content creation for both traditional and digital media. This includes media releases, advocacy campaign materials, appeal/profile stories, annual reports/publications, web articles and copy, and PR collateral and speeches. This also includes providing effective interviewing and planning of editorial photographic opportunities.
- Undertake expert level peer reviewing and editing of copy to ensure accuracy, consistency and maintaining brand tone and style to prepare items for Manager approval. This includes mentoring and developing members of the team with your feedback and support to aid in their professional development.
- Act as a spokesperson for Guide Dogs on general matters and prepare other talent, including technical specialists, management and clients, for effective interviews and presentations.
- Effectively manage many and varied stakeholder relationships with internal and external stakeholders, including active membership on the national public relations and media working group.
- Monitor industry and other charitable organisations for new innovation, marketing tactics and communications that can add value to Guide Dogs and regularly provide the Marketing Team with new ideas to explore.
- Other occasional work (including events and functions) and reporting as directed by the Marketing and Communications Manager

Other Duties and Responsibilities

- Other related duties as required.
- Participate in personal development opportunities.
- Comply with GDQ Quality Management System and its certifications.
- Act as a Warden or First Aid Officer where required.
- Foster pleasant, respectful and productive working relationships with staff.
- All employees are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

Supervisory Responsibilities

- N/A

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Knowledge and Skills

Essential

- As part of our recruitment and selection process, applicants will be required to undergo pre-employment criminal history checks as required by varied legislation. This may include worker screening required by the NDIS which aims to guarantee that key personnel and other workers do not pose an unacceptable risk to the safety and wellbeing of NDIS participants.
- Tertiary qualified in communications, public relations or journalism. A background in journalism, public relations or digital content development for media use is very highly regarded.
- Minimum of four years' experience operating in a similar role and level.
- Demonstrated experience in planning, developing, implementing and evaluating effective and successful targeted public relations campaigns and strategies, with solid media and community engagement outcomes to objectives/targets.
- Extensive knowledge of the evolving Australian media landscape; the needs of new-look newsrooms and how to deliver for this; and a proven ability to develop and maintain media contacts for positive outcomes.
- Demonstrated ability as an expert writer and editor, with the gift to grasp information quickly and come up with relevant and engaging content for multiple platforms and audiences.
- Proven ability to be able to communicate to stakeholders in a crisis or to deal effectively with negative media attention or community feedback.
- High level interpersonal communication skills and proven ability to influence, problem-solve and make people feel at ease.
- Self-starter who can work both autonomously and collaboratively, with a proven ability to be able to meet deadlines under pressure while responding to and managing multiple requests and shifting priorities.
- High-level organisational skills, attention to detail and the ability to prioritise effectively.
- Demonstrated personal qualities such as professionalism, personal initiative, creativity, good judgement, willingness to follow team processes, and organizational values.
- A passion for knowledge and to stay at the forefront of digital advances, branding, media, innovation and public relations.

Desirable

- Experience in working for or with not-for-profit organisations.



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- Experience in photography and videography (preferably SLR and GoPro cameras), including editing and production to a high standard.
- Skills in graphic design, preferably through the Adobe Creative Cloud software suite.
- Demonstrated experience with electronic direct mail platforms (preferably Mailchimp), scheduling software for social media, and with administering Wordpress websites.

Working Conditions and Environment

This position is based at our head office in North Brisbane. Our large campus is in a beautiful setting where we run mobility training programs for clients, and all our Guide Dogs are born and trained.

We offer many staff benefits, including attractive salary packaging options, flexible work hours, recognition and celebration of our hardworking people, as well as encouraging your career development.

This is generally an office-based position with a considerable amount of time spent at a desk and operating computer and telephone equipment.

Some inter-state and intra-state travel may also be a requirement for this position.