

Position Description

Role/Department: Communication Coordinator **Reports to:** Head of Marketing & Communication

Classification/Level: SCHADS - Social and Community Service Worker Level 3

Location: North Ryde

Our Vision and Organisation's Purpose	
Communities collaborating to create opportunity and improve quality of life. We provide innovative services which support individuals, strengthen communities and enhance physical, social and emotional wellbeing.	
Position Summary and Purpose	
Support the development and execution of communication strategies that create awareness, drive engagement and ultimately meet targets and lead to regional growth.	
Work closely with the Regional Community Engagement Managers, to contribute to promotion and distribution of communication initiatives that will be innovative, effective, well planned and organised, adequately resourced and meet organisational goals, objectives and targets.	
Develop and implement internal and external communications that align with New Horizon's Communication Strategy and Plans. Provide support and resources to the Head of Marketing & Communication.	
Reporting lines and stakeholder relationships	
Internal – Working closely with the Head of Marketing & Communication, Regional Community Engagement Managers and peers within the Marketing & Communication team. Works positively with all employees. External : Liaises with agencies, Publishing/Printing, Public Relations, sponsors, partners, suppliers, vendors.	
Key Result Areas	1-5
A Strong Brand <ul style="list-style-type: none"> Establish trust and credibility among target groups by communicating clear and transparent messages consistently across all channels Reach new audiences and position New Horizons as the 'wellbeing experts' by developing public relations campaigns that leverage media reach and impact Enhance our ability to evaluate the brand image by tracking, monitoring and reporting on media coverage Contribute to the design and development of brand assets, promotional materials, supplies and resources that enhance our brand identity Unique Services <ul style="list-style-type: none"> Reinforce our competitive advantage by ensuring all communications highlight the distinct features of our service offerings, and the benefits of our unique approach to enhancing wellbeing Position New Horizons as a designer of innovative services by ensuring communications align our service offering with the domains of wellbeing and promote customer centric care. Targeted Promotion & Distribution <ul style="list-style-type: none"> Energise and engage target audiences by developing marketing communications that inspire and motivate Identify, plan, coordinate public relations opportunities, that effectively target potential customers, promote our brand, communicate value, and differentiate our products and services Centralised Customer Acquisition <ul style="list-style-type: none"> Enhance customer acquisition, utilisation and retention efforts by ensuring relevant communications incorporate lead generation and referral opportunities Create and Deliver Value <ul style="list-style-type: none"> Actively identify, evaluate and report risks or challenges that may impact the business or customers Actively identify, evaluate and report opportunities for improvement and innovation Contribute to the development of marketing and communication strategies, tactics and plans Remain informed of market trends and competitor activities, strategies, campaigns Continuously develop skills appropriate for the role and impart knowledge on others 	

- Work collaboratively with internal and external stakeholders to build strong, effective partnerships and relationships
- Provide administrative support to the Marketing team

WHS & Risk

- To help ensure the health, safety and welfare of self and others working in the business;
- Demonstrate and promote safe and healthy work practices at all times

Key Competencies

- Communication - impeccable communication and presentation skills with experience in implementing communication plans across a broad stakeholder mix. Strong listening, verbal and advanced written communication skills
- Relationship Building - a relationship builder with an interpersonal style that promotes respect, credibility and trust throughout the organisation
- Strong organisational and project management skills
- Strategic thinker
- Creative and innovative marketer
- Results-oriented and self-motivated
- High level of accuracy and attention to detail

Skills/Knowledge/Experience – Essential & Desirable

- Bachelor or post-graduate qualifications in Business, Communication, Public Relations or related discipline
- 2+ years experience in marketing and communication
- Proven marketing, communications, media or public relations experience.
- Working knowledge of the potential of communication and promotional channels
- Track record in developing and implementing marketing plans for a variety of audiences
- Computer literacy – intermediate to advanced proficiency in Microsoft packages, desktop publishing and design software
- Police Check
- Desirable – experience working in the NGO/NFP Industry