



Position Description

POSITION:	Communications Coordinator	
REPORTS TO:	Executive Manager Government & Corporate Communication (EM G&CC)	
DIRECT REPORTS:	Nil	
CONTACTS:	Internal: <ul style="list-style-type: none"> ▪ EM G&CC, CEO ▪ Media and PR Advisor ▪ Aboriginal Engagement Officer ▪ Marketing, HR, Operations, Park teams 	External: <ul style="list-style-type: none"> ▪ Government agencies including Crown Lands ▪ Tourism industry ▪ Community members
PURPOSE:	<p>Reflections is a Crown land manager caring for 41 holiday parks and 47 community Crown nature reserves across NSW. As the only certified social enterprise holiday park operator in Australia, Reflections reinvests its profit into the parks and nature reserves in its care for the people of NSW.</p> <p>The role of Communications Coordinator supports the Executive Manager Government and Corporate Communication (EM G&CC) to deliver social, environmental and cultural outcomes aligned with the organisation's strategic priorities.</p> <p>We are seeking a skilled strategic communicator with strong technical skills and a strategic mindset to build relationships and engage our stakeholders.</p> <p>This role is ideal for someone who enjoys developing communication programs and evaluating their effectiveness and is keen to work in a fast-paced and varied role in a profit-for-purpose organisation.</p> <p>The Communications Coordinator will research audiences and develop communication and engagement programs that deliver on our strategic objectives while also supporting the needs of our stakeholders. This role requires a broad range of skills including communication plan development, community liaison and engagement, internal communication and engagement along with technical skills including the ability to edit and manage a SharePoint intranet, design and develop PowerPoint presentations and project coordination.</p>	
KEY RESPONSIBILITIES:	<p>Key Responsibility Area 1: Stakeholder engagement</p> <ul style="list-style-type: none"> ▪ Research stakeholder groups and design and implement communication programs to engage key stakeholders. ▪ Support the development of a program of engagement to build relationships with local and state government and tourism industry. ▪ Engage with community, government and industry representatives verbally and through written correspondence. 	

	<ul style="list-style-type: none"> Work with the internal teams to identify issues and opportunities associated with capital works projects and provide guidance on how to engage and communicate with stakeholders impacted by these developments. <p>Key Responsibility Area 2: Community Engagement</p> <ul style="list-style-type: none"> Develop proactive community engagement plans for target communities that enable Reflections to understand local sentiment and to support relationship building. Understand community needs and manage expectations through proactive community engagement. Work closely with Regional Managers and Park Managers to respond to feedback from the community. <p>Key Responsibility Area 3: Internal Communication & Engagement</p> <ul style="list-style-type: none"> Develop and implement an Employee Communication Program to engage employees on key strategic initiatives and priorities. Work closely with the Aboriginal Engagement Officer to implement the Employee Communication Program to engage employees in our Reconciliation Action Plan activities. Contribute to the production of publications for employees and stakeholders and measuring their effectiveness. Develop graphics and video content to support internal communication. <p>Key Responsibility Area 4: Channel Management</p> <ul style="list-style-type: none"> Manage internal communication channels including developing content and measuring and reporting on the effectiveness of all channels. Manage a Sharepoint intranet including writing and publishing content. Update corporate communication material on the website and intranet. <p>Key Responsibility Area 5: Project coordination</p> <ul style="list-style-type: none"> Develop briefs for communication projects and work with designers to deliver outcomes to a high standard and within the agreed timeframe. Support the development and delivery of media events.
COMPETENCIES:	<ul style="list-style-type: none"> Communication plan development Research and data analysis including experience measuring channel effectiveness Advanced writing skills (digital, social and print). Organisational skills and project delivery. Design skills (Indesign, Canva, PowerPoint).
KNOWLEDGE AND EXPERIENCE:	<p>ESSENTIAL:</p> <ul style="list-style-type: none"> Minimum 3 years' experience in a communication coordinator or advisor role Experience developing communication plans that strategically align with the organisation's objectives

	<ul style="list-style-type: none"> Relationship building – an ability to build and maintain strong relationships with stakeholders (including the tourism industry, community members, government representatives and staff). Organisational skills – ability able to plan and prioritise workload independently, while remaining agile to respond to emerging opportunities. Experience maintaining shared systems such as team calendar, content calendar. <p>DESIRABLE:</p> <ul style="list-style-type: none"> Experience working in the tourism or travel sector. Experience using Canva (or similar) for basic design to support communication Experience filming and editing video content
SELECTION CRITERIA	<p>ESSENTIAL:</p> <ul style="list-style-type: none"> Demonstrated experience developing and implementing corporate communication programs that deliver results and contribute to an organisation's goals. Proven ability to write and design compelling content for various platforms (including internal comms, publications and videos). Strong attention to detail. Experience in community relations including planning for community engagement sessions. Experience designing internal communication and engagement programs that ensure our teams are aware of and involved in business priorities. Strong organisational skills, and an ability to manage a varied workload in a fast-paced environment. An ability to travel to our parks and a current drivers licence. <p>DESIRABLE:</p> <ul style="list-style-type: none"> Experience in the tourism or travel sector.
CAPABILITY REQUIREMENTS	<p>Business Leadership</p> <ul style="list-style-type: none"> Thinks Systemically - Recognises the complex interrelationships among business activities and understands the "big picture" of how decisions impact Reflections overall, business units, outcomes or processes. Analyses Information – Analyses and understands quantitative and qualitative data, including financial data, industry data, people metrics and survey results. Planning and structure – Sets up clear processes and structures for delivery of projects. Structures work by efficiently planning and coordinating activities, identifying critical paths to the completion of activities, and manage resources to accomplish objectives on time and within budget.



- **Drives Results** – Actively works towards the achievement of a project vision and delivering the best outcome for Reflections. Sets clear goals to work towards, and creates plans to overcome obstacles as they arise.

Interpersonal Characteristics

- **Collaborates** – Willingly works with others towards common goals, understands the responsibilities, activities and ways to develop business interrelationships.
- **Influencing others** – Effectively influences internal and external stakeholders, using data, logic and reasoning to drive the best outcomes for Reflections.
- **Leverages Networks** - Builds, maintains and leverages contacts both within and outside the organisation to gather critical information and influence key decisions.

Job Holder:

I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.

Signed: _____

Date: _____