Position Description

Marketing Coordinator

Position details

Position Title	Marketing Coordinator
Department	Business Services
Reports To	Marketing and Communications Manager
Direct Reports	None
Employment Type	Full time
Working Arrangements	5-day Monday–Friday
Location	Phillip Island
	Version 1.0 | Review Date: Nov 2026

Classification and remuneration

EA Classification Level	Level 4
Salary Range	*As per the Phillip Island Nature Parks Enterprise Agreement (EA) — Level 4 pay scale. Refer to Appendix 1 of the EA for applicable salary points.*

Position purpose

The Marketing Coordinator supports the delivery of marketing, communications, digital, media and stakeholder activity across Phillip Island Nature Parks. The role coordinates workflow and content, with a particular focus on developing and implementing marketing campaigns and communication programs.

Working closely with the Marketing and Communications team, internal stakeholders, agencies and external partners, the role combines strong coordination and project management with hands-on campaign delivery, digital communications and performance reporting.

Our Values

NATURE CONSERVATION IS PARAMOUNT

- Guided by Bunurong
- Evidence based to inform decisions
- Choose most sustainable
- Consider impact on nature first

ENGAGING EXPERIENCES

- Authentic and natural
- Welcoming and inviting
- Creative, fun and inspiring
- Act with understanding sensitivity

FUTURE FOCUSED

- Plan and think strategically
- Take initiative and be responsive
- Embrace change, flexible thinking and adaptable in our actions

DELIVERING OUTCOMES TOGETHER

- Build strong partnerships based on trust, openness and transparency
- Deliver on our promise
- Encourage dialogue and feedback
- Empowered to work with others
- Foster culture of inclusion and safety

Duties and responsibilities

Workflow, prioritisation and delivery

- Coordinate the intake, prioritisation, scheduling and delivery of marketing and communications requests, ensuring briefs are complete, appropriately scoped and aligned with priorities, resources and timelines.
- Monitor workflow, capacity, deadlines, approvals and dependencies, identifying risks, bottlenecks and emerging priorities and escalating where required.
- Manage competing priorities with sound judgement, attention to detail and a proactive approach to problem-solving.
- Provide clear advice to stakeholders on process, priorities, timelines and delivery expectations.

Marketing, campaigns and digital

- Plan and deliver marketing campaigns and communication programs across conservation, tourism and community, identifying objectives, audiences, key messages, channels, timelines and measures of success.
- Coordinate the rollout of integrated marketing campaigns, visitor activations and business-as-usual activity across paid, owned and earned channels.
- Work with internal teams, agencies, suppliers and content producers to manage campaign briefs, schedules, approvals, asset delivery and quality assurance.
- Coordinate website, CMS and digital platform activity, including content updates, optimisation, performance monitoring and reporting.
- Compile campaign results, analytics and return-on-investment inputs to support evaluation, optimisation and decision-making.

Communications and content

- Develop marketing communication briefs, content plans and materials for campaigns, projects, partner activity and organisational initiatives.
- Research, write, edit and coordinate content including campaign copy, stakeholder communications, web content, newsletters, media materials, briefing notes and corporate publications.
- Ensure communications are clear, accessible, audience-focused and consistent with Nature Parks messaging, brand and priorities.
- Support corporate reporting, including Annual Report, Board, government and other organisational reporting requirements.

Media, stakeholder and reputation management

- Support media enquiries, interviews, filming and media visits, including briefing materials, talking points and supporting information as required.
- Build effective relationships with tourism and industry partners, agencies, suppliers, community and internal stakeholders to support campaigns, events and activations.
- Monitor media coverage, audience sentiment and emerging issues, identifying opportunities and escalating reputational or organisational risks where appropriate.

Organisational and operational support

- Maintain a strong understanding of Nature Parks operations, visitor experiences, conservation activity and organisational priorities to support accurate and relevant communications.
- Contribute to an integrated approach across marketing, communications, content, design, public relations and stakeholder engagement.

Competency domains

Responsibility & Accountability

- Manages own and work area/project/program deliverables.
- Leads projects, programs and/or teams and plans priorities and schedules to meet Nature Parks objectives
- Works to broad objectives without detailed instruction
- Administers resources and budgets for a work area/project/program.

Skills & Knowledge, Technical & General

- Performs mature technical and cognitive work, guiding project design, planning and technical work and plans and implements programs to deliver relevant work area/project/program outcomes and meet Nature Parks objectives.
- Develops relevant procedures and policies and understands relevant regulations and legislation
- Has strong understanding of moderate technological processes and applications and delivers high-level technical tasks and services
- Acts as a technical specialist or subject matter expert in a relevant field.

Judgement & Decision Making

- Works autonomously with originality and independent judgement
- Identifies risks and mitigates impacts.
- Analyses routine information to identify emerging issues.
- Prioritises, manages and resolves frequent emerging workplace issues.

Social Nature of Work

- Strong interpersonal and communication skills.
- Clearly communicates and explains rules, procedures and policies to others, including advocating preferred options.
- Uses leadership and influence to gain cooperation.
- Provides strong team leadership, leading, motivating and direction others to achieve organisational goals

Innovation & Initiative

- Identify and address opportunities to improve efficiency with leaders and functions
- Applies innovative thinking to address risks or hazards beyond daily tasks.
- Builds capability and role models organisational values through learning and training
- Understands and supports future adaptation and organisational change

Team structure



Our organisation

As a leading conservation and sustainable tourism organisation, we are privileged to manage over 1,980 hectares of reserves, wetlands, and woodlands across Milawul, and recognise that many of these areas hold deep cultural and spiritual significance for Aboriginal people.

Our employees undertake a range of duties across multiple, diverse disciplines and our culture promotes:

- Positive and interactive working environment where team members collectively strive for the organisation's ongoing success.
- Diversity and inclusion and respect each other's diverse skills, experience and backgrounds
- Fostering a safe and inclusive culture for all including Aboriginal and Torres Strait Islander Peoples, people with disabilities, people that identify as LGBTIQ+, and disadvantage groups.
- Flexible work arrangements for our team, including parents, carers, people with disabilities, and team members impacted by family violence.

Through our Reconciliation Action Plan, we acknowledge the true history and their continued connection to place as we work and walk together. The Nature Parks is a child safe environment and have zero tolerance for child abuse and together work to protect children from all forms of harm.

Employment requirements

Qualifications	Relevant qualification in Marketing, Communications, Business, Project Management or a related discipline and/or equivalent relevant work experience.
Probity	Working With Children Check
Licenses	Current Driver's Licence
Authority	NA

Working conditions

- Primarily office-based role with regular computer and desk-based work.
- Operates within an Activity Based Working (ABW) environment, offering a variety of workspaces and tools that enable employees to choose the most appropriate setting for their activities, while fostering collaboration, flexibility and productivity.
- Combination of onsite and remote work may be available, subject to operational requirements.
- Occasional attendance outside standard business hours may be required to support events, campaigns, stakeholder activities or operational priorities.
- Some weekend work may be required from time to time, with appropriate notice where practicable.
- Regular interaction and collaboration with internal stakeholders, external partners, agencies and service providers.
- May be required to travel between Phillip Island Nature Parks sites and attend offsite meetings and events as required.