

HR	Position Description	
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Job Title	Public Relations Coordinator
Department	Growth
Reports To	Marketing Communications Manager
Manages / Supervises	N/A

() New Job Description (x) Revised Job Description

1. PURPOSE OF THE JOB:

- To enhance and protect the reputation of Guide Dogs as the most trusted charity brand in Australia through the development and implementation of media and communication initiatives and strategies.

2. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Ongoing oversight and responsibility for unpaid media and public relations strategies.
- Development of communications plans to achieve agreed media outcomes.
- Development and implementation of internal communication strategy including the effective internal dissemination of company news, announcements, marketing event calendars and other communications.
- Day-to-day media liaison and build effective relations with key media across NSW and the ACT.
- Writing media releases and articles for publication.
- Liaising with clients and internal departments to develop and implement communications initiatives to achieve the organisation's marketing, fundraising and client service objectives as required.
- Providing media briefings and coaching to company spokespeople.
- Campaign management of International Guide Dog Day, International White Cane Day and Wet Nose Day.
- Diligence in relation to potential reputation risks.

- Assist and provide support to the Digital Marketing Coordinator in the development and implementation of online / digital marketing strategies and campaigns.
- Explore ways to strengthen the Guide Dogs brand by researching, evaluating, trialling and implementing new media solutions.
- Media monitoring and reporting.
- Manage external agencies, key public relations events, and an annual media calendar.

WH&S Responsibilities

- Follow Guide Dogs NSW/ACT WH&S policy, procedures and rules, and follow safe work practices.
- Report any hazards and incidents as soon as possible, whether or not someone was injured.
- Participate in WH&S consultation meetings to discuss workplace safety in the department.
- Assist in the return to work process for yourself or any work colleagues following injury.
- Participate in WH&S activities such as training, inspections, investigations, evacuation drills, WH&S meetings and risk assessments as required.
- Do not misuse or interfere with anything which is provided in the interests of workplace health and safety.

3. OTHER DUTIES & RESPONSIBILITIES:

- Other related duties as required.
- Participate in personal development opportunities.
- Keep informed on company procedures and policies.
- Conduct all activities in a manner consistent with the Workplace Behaviour Policy.

4. SUPERVISORY RESPONSIBILITIES:

- N/A

5. KNOWLEDGE & SKILLS:

Essential

- A tertiary degree in Communications or similar.
- A minimum of 5 years' prior experience in print or broadcast media or a similar communications role.

- An appreciation of the not-for-profit sector.
- Possess a high level of competency in writing for publication and copywriting skills for the web and other digital platforms.
- Experience in managing a social media community, managing a website and working with a CMS platform.
- Display a positive attitude and the desire to exceed expectations.
- Demonstrate exceptional relationship management and oral communication skill.
- Have the ability and confidence to communicate to all levels of management and with those external to the organisation.
- Be adaptable, take ownership of tasks and work with minimal supervision while also being able to work within a team environment.
- Ability to use own initiative.
- The ability to work on multiple tasks/projects concurrently.
- Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated.

6. PHYSICAL DEMANDS OF THE ROLE:

- Mainly an office related role however may require limited lifting and physical activity whilst attending, setting up, assisting with events.

High level of activity (80% or more of time spent performing these activities)

Activity	Description	Existing controls
Computer work including extensive fine motor skills work. Marking up edits from paperwork to the computer screen.	Sustain a sitting posture, static arm, neck, shoulder and back posture and hand, wrist and finger fine motor skills. Considerable amount of eye movement back and forth between paperwork and the computer for long periods of time.	Ergonomic office set up. Breaks as required. Computer screen provided with capacity to control brightness and contrast in order to reduce glare.
Deal with individuals who may make unreasonable demands for service.	Capacity to maintain a high level of customer service and potentially manage conflict or emotional distress when dealing with difficult customers.	Manager support. If required, customer service training can be provided.

Actively participate in the setting up and running of media and event activities. May include long hours outdoors to complete the tasks and duties.	Requires lifting, pushing, pulling, twisting, stretching, bending, kneeling, squatting, gripping and releasing on a repetitive basis. Requires dynamic standing and adequate pelvic stability and trunk strength. Requires adequate hand, wrist and finger motor skills. Exposure to climate elements.	Trolley and lifting devices provided as required. Appropriate food, water and sun shelter.
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Low level of activity (5-10% of time spent performing these activities)

Activity	Description	Existing controls
Periodical temporary charge of a dog that requires handling and toileting.	At times, unpredictable pulling on the lead requiring exerting and restraining force with the leading hand and arm. Can also involve bending, kneeling and squatting.	Dog handling skills training provided. Dog temperament matched to staff skill level.

7. WORKING CONDITIONS & ENVIRONMENT:

- Open office floor plan, surrounded by your team and manager (along with other departments within Guide Dogs).
- Professional environment.

Date Commenced Employment:

Employee's Signature:		Date:	
Print Name:			
Manager's Signature:		Date:	
Print Name:			