



Position Description: Communications & Marketing Coordinator

Position Title	Communications & Marketing Coordinator
Responsible to	Chief Executive Officer (CEO)
Position Status	Part-time

The Opportunity

New Horizons Tasmania is a national leader in the inclusive sport and recreation space, creating and running programs for local people with disability right around the state. Our innovative, people-centred organisation is seeking a highly engaged Communications and Marketing Coordinator to join our tight-knit team.

Primary Objective

The goal of this role will be to continue to increase awareness and engagement in, and support for, our small yet mighty and ever-growing statewide organisation!

The successful candidate will be developing and executing NHT's communication and marketing strategies and working collaboratively with our CEO to create effective major grant applications and corporate communications.

About You

- You possess exceptional writing and storytelling skills, with a talent for distilling information into clear, concise, accessible messaging that resonates with diverse audiences.
- You understand and value the importance of building inclusive communities to create a better future for Tasmanians with disability.
- You're an excellent communicator with a keen interest in getting to know the people of our club to best represent them in marketing efforts directed to external audiences.
- You're an ambitious, proactive and creative team player.
- You love working on meaningful projects that can make big and positive change.
- You can think outside the box and bring fresh ideas to the table and enjoy problem solving.
- You're an exceptional organiser and can see projects through from start to end.
- You can work both collaboratively and independently and can take on feedback where it's given.

Role Responsibilities include:

- Creating compelling and action-inspiring content for various channels, including Facebook, Instagram, email newsletters, websites, and print materials.
- Managing all aspects of NHT's social media, ensuring effective, accessible and sensitive posts.
- Producing simple videos for social media (on Canva).
- Managing and updating the NHT website (ensuring all material is current), with an eye-to accessibility.

- Writing and distributing attention-grabbing, sensitively written media releases.
- Work closely with our Fundraising and Events Coordinator to create and distribute event digital and print marketing material.
- Media management:
 - Respond efficiently and accurately to outside media and partnership enquiries and requests.
 - Managing media interview processes with NHT management and members
 - Manage media clippings and image library.
- Lead the copywriting and content creation of major grant applications.
- Collaborate with our CEO to draft communications such as reports, speeches, letters and compelling lobbying material.
- Supporting NHT's 3 regional sport coordinators with their ad-hoc communication and marketing requirements.
- Building and maintaining positive relationships with colleagues, program partners, stakeholders, and community members.
- Keep NHT's current digital strategy up to date.
- Act as a brand ambassador, representing the organisation's mission and values.
- Any other reasonable duties as directed by the CEO and within known skills, knowledge, and capabilities.

Skill Requirements include:

- Exceptional written and general communication skills with the ability to create clear, concise, and accessible messaging for diverse audiences.
- Proven public relations (and media relations) experience.
- Experience in creating content for various communication channels, including social media, email newsletters, websites, and print materials.
- Well-developed skills in Microsoft Office Suite (Word, Excel, PowerPoint)
- Proficiency in WordPress (this may change to another platform soon), Canva and CRM programs (we use Salesforce).
- Good basic photography and videoing skills, including editing (on phone is fine)
- Experience creating grant and/or award submissions is highly desirable.
- Strong organisation and project management skills with the ability to prioritise tasks and meet competing deadlines.
- Excellent collaboration and relationship-building skills, able to work effectively with colleagues, program partners, and stakeholders.
- Has a passion for equity, accessibility, and inclusion, aligned with NHT's mission.

Essential Requirements

- Working with Vulnerable People Card (WWVP)
- Current drivers' licence