

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing and Communications Coordinator
<b>Department:</b>	Marketing
<b>Location:</b>	Milsons Point NSW

<b>Employment Screening Check:</b>	
National Criminal Record Check required:	Yes
Working with Children Check required:	Yes
Vaccination Category required:	Cat B
Online Driving Record Check required:	No
NDIS Worker Screening Check required:	No

<b>Position Purpose:</b>
<p>The Marketing and Communications Coordinator plays a key role in supporting the delivery of marketing and communication initiatives. Working closely with the marketing team and key internal stakeholders, this role helps execute campaigns and develop collateral that drive engagement, build awareness, and support organisational growth.</p> <p>The role also coordinates internal communications across the organisation, ensuring consistent and effective messaging through a variety of channels.</p> <p>This is a hands-on position, ideal for a proactive, organised, and creative individual who thrives in a fast-paced environment and is passionate about making a meaningful impact.</p>

<b>Organisation Context:</b>
<p>This position is part of the Marketing team, reporting to the Executive Manager - Marketing &amp; Communications and supporting the Marketing team. The position will collaborate effectively with different internal departments and external stakeholders to help achieve Marketing deliverables.</p>

<b>Organisational Relationships:</b>	
<b>Reports to:</b>	Executive Manager - Marketing & Communications
<b>Responsible for:</b>	N/A

<b>Performance Review &amp; Development Planning:</b>
<p>Assessment against service, professional and organisation performance indicators, and development of professional development plan will occur 3 months after commencement, and annually thereafter.</p>

**Qualifications, Skills & Experience:**

**Essential**

- Tertiary qualifications in marketing, communications, media or related field
- Strong written and verbal communication skills, with a keen eye for detail
- Experience using social media platforms for business (e.g., Facebook, LinkedIn, Instagram)
- Basic design skills and familiarity with tools such as Canva, Adobe Creative Suite or similar
- A collaborative mindset with a willingness to learn and contribute to team goals
- Demonstrated ability to manage multiple tasks and meet deadlines

**Desirable**

- Experience with photography/videography
- Current knowledge of SEO/PPC best practice

**Key Internal & External Relationships:**

Internal	Marketing Team, Operational Leaders across the Royal Rehab Group, other corporate staff
External	External agencies, contractors (incl. photographers), event managers, media liaisons, suppliers (e.g. designers, printers, digital agencies)

**Delegations/Authority**

Budget	N/A
Financial Delegations	As defined by the Delegations Authority policy

**Key Responsibility Areas**

Key Area of Accountability	Specific Tasks and Responsibilities
Marketing Campaigns and Content	<ul style="list-style-type: none"> <li>• Support the development and execution of integrated marketing campaigns across digital, print and social channels.</li> <li>• Coordinate the creation of content including brochures, flyers, social media posts, newsletters, blog articles, and video briefs.</li> <li>• Liaise with external suppliers (e.g. designers, printers, digital agencies) to ensure timely and on-brand delivery.</li> <li>• Assist in writing and proofreading copy for various communication channels.</li> </ul>
Digital and social media	<ul style="list-style-type: none"> <li>• Schedule and publish social media content across platforms in line with the content calendar.</li> <li>• Monitor and respond to comments/messages in a timely and professional manner.</li> <li>• Support website updates and assist in uploading new content, ensuring accuracy and alignment with brand guidelines.</li> <li>• Track engagement metrics and compile regular performance reports.</li> </ul>

Events and Promotions	<ul style="list-style-type: none"> <li>Assist with the coordination of events, sponsorships, expos, and campaigns.</li> <li>Support logistics and on-the-ground delivery of marketing activations, including signage, branded materials, and promotional giveaways.</li> <li>Help maintain consistency across all marketing materials in line with brand guidelines.</li> <li>Provide marketing support to internal teams and services as required.</li> <li>Manage and maintain marketing assets and image libraries.</li> </ul>
Internal Communications	<ul style="list-style-type: none"> <li>Assist in the development and distribution of internal communications, including staff newsletters, announcements, intranet updates, and leadership messages.</li> <li>Help ensure internal messages are timely, clear, and aligned with the organisation's tone and values.</li> </ul>
Knowledge and Application	<ul style="list-style-type: none"> <li>Develop and maintain a strong understanding of Royal Rehab Group's services, audiences, and geographic footprint.</li> <li>Ensure all communications comply with organisational policies, procedures, and relevant legislation, while upholding Royal Rehab Group's reputation.</li> </ul>
Collaboration and Teamwork	<ul style="list-style-type: none"> <li>Build effective working relationships across departments to support collaborative marketing outcomes.</li> <li>Represent the Marketing team positively within the organisation and to external stakeholders.</li> <li>Participate actively in team meetings, planning sessions, and project discussions.</li> <li>Complete administrative and operational tasks in line with set deadlines.</li> </ul>
Continuous Improvement	<ul style="list-style-type: none"> <li>Contribute ideas to improve marketing approaches, communication methods, and service promotion.</li> <li>Support the implementation of process improvements to enhance campaign delivery and team efficiency.</li> <li>Approach challenges with a flexible, solutions-focused mindset.</li> </ul>

GENERAL RESPONSIBILITIES	
Work Health and Safety	
<p>Royal Rehab is committed to providing a healthy and safe workplace for all employees, clients and visitors. To facilitate this safe and healthy workplace it is your responsibility to:</p> <ul style="list-style-type: none"> <li>Ensure that all potential hazards, accidents and incidents are identified and notified</li> <li>Ensure your own safety and that of others</li> </ul>	
Equity and Zero Tolerance to Bullying, Harassment and Discrimination	
<p>Royal Rehab upholds the Federal and State government's policies to bring equality in employment for all employees to assist them to achieve their full potential. Royal Rehab will ensure merit based selection and that all facets of employment are fair, by making unlawful discrimination of persons based on gender, pregnancy, race, religion, marital status, age, sexual preferences, disability or carer responsibilities.</p> <p>As an employee of Royal Rehab it is your responsibility to:</p> <ul style="list-style-type: none"> <li>Deal with others in a fair and equitable manner free from harassment and discrimination</li> <li>Ensure that a working environment free from sexual or any other harassment is recognised as a basic right</li> </ul>	
Principles of Multiculturalism	

Employees are expected to:

- Respect and make provision for culture, language and religion of others within an Australian legal and institutional framework where English is the common language
- Organise access to health care interpreting services to facilitate communication with clients who are from non-English speaking backgrounds as required
- Abide by the principles of the Multiculturalism Act 2000
- Implement the Multicultural Policies and Services Program (MPSP) within their area of responsibility

### **Code of Conduct**

Royal Rehab requires a professional standard of behaviour from staff which:

- Demonstrates respect for the right of the individual and the community
- Promotes and maintains public confidence and trust in the work of the Centre

The purpose of the Code of Conduct is to provide a framework for decisions and actions in relation to conduct in employment. The code provides assistance to both employers and employees when they are required to decide what the acceptable standards of behaviour are. It underpins commitment to a duty of care to all staff and clients receiving our services. Employees should refer to the Code of Conduct for further information

### **Safety & Continuous Quality Improvement**

All employees of Royal Rehab are expected to be actively involved in the review, evaluation and continuous improvement of processes and services within the employee's area of responsibility and/or interest. Royal Rehab participates in a number of relevant external accreditation and certification programs which include a continuous quality improvement approach. These programs support and facilitate the effective and efficient provision of quality care and the safety of clients of Royal Rehab.

### **Organisational Values**

Employees are expected to demonstrate a high standard of personal and professional behaviour and uphold Royal Rehab's values being:

#### **Honesty: We conduct ourselves with truth, openness and integrity.**

I will:

- Be sincere and genuine with all interactions.
- Communicate openly and encourage others to do the same.
- Be trustworthy in all that I do.

#### **Respect: We acknowledge and appreciate people's rights, roles, views, and feelings.**

I will:

- Treat people with dignity.
- Acknowledge and value a person's perspectives, connections and diversity.
- Be thoughtful and considerate.

#### **Working Together: We work as a team to achieve shared goals.**

I will:

- Share my knowledge, skills, experience and resources.
- Foster a culture of learning.
- Build positive relationships.

#### **Innovative Thinking: We embrace a culture of creativity to find the best solutions.**

I will:

- Explore better ways to continuously improve.
- Welcome and encourage new ideas.
- Actively participate in change.

### Environmental Policy and Waste Minimisation

Being a good corporate citizen Royal Rehab will seek to implement changes that will ensure that its activities are undertaken in a manner consistent with best environmental health and safety practice. Employees are expected to be accountable for efficient resource utilisation, the reduction of waste, and commitment to recycling

### Smoke Free Policy

Royal Rehab is committed to adopting a smoke free workplace that will preclude all staff and visitors from smoking within the Centre

### Royal Rehab Policies and Procedures

It is a requirement that all Royal Rehab employees read, understand and adhere to Royal Rehab policies and procedures, paying particular attention to the following:

- Manual Handling
- Confidentiality of Patient Information
- Infection Control
- Security
- Fire Safety
- Emergency Procedures
- IT and Internet Utilisation

## Job Demands Checklist

### Frequency Definitions

<b>O</b> = Occasional	Activity exists up to 1/3 of the time when performing the task
<b>F</b> = Frequent	Activity exists between 1/3 and 2/3 of the time when performing the task
<b>C</b> = Constant	Activity exists more then 2/3 of the time when performing the task
<b>R</b> = Repetitive	Activity involves repetitive movement
<b>NA</b>	Not applicable to this role

Job Demands		Frequency				
		O	F	C	R	NA
Physical Demands	Description					
Kneeling/squatting	Tasks involve flexion/bending at the knees and ankle possible at the waist, in order to work at low levels		✓			
Leg/foot movement	Tasks involve use of leg and or foot to operate machinery					✓
Hand/arm movement	Tasks involve use of hands/arms i.e. stacking, reaching, typing, mopping, sweeping, sorting, inspecting			✓		
Bending/twisting	Tasks involve forward or backward bending/twisting at the waist	✓				
Standing	Tasks involve standing in an upright position without moving about	✓				
Driving	Tasks involve operating any motor powered vehicle	✓				
Sitting	Tasks involve remaining in a seated position during task performance	✓				
Reaching	Tasks involve reaching overhead with arms raised above shoulder height or forward reaching with arms extended	✓				

Walking/running	Tasks involve walking or running on even surfaces			✓		
	Tasks involve walking on uneven surfaces	✓				
	Tasks involve walking up steep slopes	✓				
	Tasks involve walking down steep slopes	✓				
	Tasks involve walking whilst pushing/pulling objects	✓				
Climbing	Tasks involve climbing up or down stairs, ladders, scaffolding, platforms, trees	✓				
Working at heights	Tasks involve making use of ladders, footstools, scaffolding etc. Anything where the person stands on an object rather than the ground					✓
Lifting/carrying	Tasks involve raising/lowering or moving objects from one level/position to another, usually holding an object within the hands	✓				
	1) Light lifting/carrying 0-9kg	✓				
	2) Moderate lifting/carrying 10-15kg	✓				
	3) Heavy lifting/carrying 16+kg					✓
Restraining	Tasks involve restraining clients/clients, others					✓
Pushing/pulling	Tasks involve pushing/pulling objects away from or towards the body. Also includes striking or jerking					✓
Grasping	Tasks involve gripping, holding, clasping with fingers or hands	✓				
Manual dexterity	Tasks involve fine finger movements i.e. keyboard operation, writing				✓	
<b>Sensory Demands</b>	<b>Description</b>					
Sight	Tasks involve use of eyes as an integral part of task performance i.e. looking at screen/keyboard in computer operations				✓	
Hearing	Tasks involve working in a noisy area i.e. boiler room, workshop	✓				
Smell	Tasks involve the use of the smell senses as an integral part of the task performance i.e. working with chemicals					✓
Taste	Tasks involve the use of taste as an integral part of task performance					✓
Touch	Tasks involve the use of touch as an integral part of task performance					✓
<b>Psychological Demands</b>	<b>Description</b>					
	Tasks involve interacting with distressed people	✓				
	Tasks involve interacting with people who as part of their lives may be aggressive, verbally or sexually uninhibited	✓				
	Tasks involve viewing/handling deceased and/or mutilated bodies					✓
<b>Exposure to Chemicals</b>	<b>Description</b>					
Dust	Tasks involve working with dust i.e. sawdust					✓
Gases	Tasks involve working in areas affected by gas, or working directly with gases					✓
Fumes	Tasks involve working with fumes i.e. which may cause problems to health if inhaled					✓
Liquids	Tasks involve working with liquids which may cause skin irritations if contact is made e.g. dermatitis					✓
Hazardous substances	Tasks involve handling of hazardous substances including storage or transportation					✓
Biological matter	Tasks involve work with human biological matter through examination, storage, transport or disposal					✓
Allergenic substances	Tasks involve exposure to allergenic substances					✓
Anti-biotics	Tasks involve handling, transport, administration or disposal of anti-biotics					✓
<b>Working Environment</b>	<b>Description</b>					
Lighting	Tasks involve working in lighting that is considered inadequate in relation to task performance e.g. glare, not enough natural light					✓
Colour	Tasks involve differentiation of colour				✓	
Sunlight	Exposure to sunlight					✓
Temperature	Tasks involve working in temperature extremes e.g. working in a cool room, working outdoors, boiler room					✓

Confined spaces	Tasks involve working in confined spaces					✓
<b>Accident Risk</b>	<b>Description</b>					
Surfaces	Tasks involve working on slippery or uneven surfaces					✓
Housekeeping	Tasks involve working with obstacles within the area, bad housekeeping					✓
Heights	Tasks involve working at heights					✓
Manual handling	Tasks involve manual handling	✓				
Noise	Tasks involve working in a noisy environment					✓
Radiation	Tasks involve exposure to x-rays					✓
Electricity	Tasks involve working with electrical apparatus and currents					✓
Machinery	Tasks involve use of machinery and equipment:					✓
	1) Light					✓
	2) Heavy					✓
	3) Portable					✓
Biological hazards	Tasks involve working with blood, blood products/body fluids					✓
<b>Other Issues</b>	<b>Description</b>					
Workplace access	Tasks involve difficult access or movement from site to site					✓
Personal protective equipment	Tasks involve use of Personal Protective Equipment					✓
Safety critical issues	Tasks involve responsibility for safety of others					✓

<b>Document Control (Hiring Manager use only)</b>	
<b>Effective Date:</b> July 2025	<b>Authorised By:</b> Executive Manager - Marketing & Communications

### Acknowledgement:

I accept the position description as documented above and understand that the position description will be reviewed during the performance review time. I understand that the position description may need to be amended periodically due to changes in responsibilities and organisational requirements.

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Name

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Signature

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Date