

<b>Job Title:</b>	<b>Communications Coordinator</b>
<b>Reporting To:</b>	<b>Policy &amp; Programs Manager</b>
<b>Location:</b>	<b>Adelaide CBD</b>
<b>Date Prepared:</b>	<b>November 2021</b>
<b>Contract:</b>	<b>Two Year, Full-Time</b>

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## PRIMARY PURPOSE

Strong communication activities underpin all of TiCSA's objectives and functions. As such, the primary purpose of the Communications Coordinator is to work across all elements of TiCSA to deliver effective communication strategies and activities to TiCSA members, key stakeholders and the broader tourism industry.

The role and responsibilities are primarily focussed on copywriting across numerous formats, platforms, audiences, and purposes. Therefore, the successful incumbent will have exceptional written communication skills and must also be well organised, have a strong attention to detail and strong team ethic.

As part of TiCSA's small but dynamic team, the Industry Programs Coordinator contributes to other functions of the organisation including, but not limited to, tourism policy and advocacy, event planning, events, workshops, TiCSA membership and general administration duties.

Further details about TiCSA can be found on [www.ticsa.com.au](http://www.ticsa.com.au).

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## RESPONSIBILITIES

The Communications Coordinator is involved in three key areas of responsibility

### 1. COMMUNICATIONS

Develop, manage and deliver annual communication strategies and calendar of activities to support all objectives and functions of TiCSA. Activities will include, but may not be limited to:

- Social media: Content creation, including scheduling and drafting posts, monitoring and reporting social media engagement, managing and actively responding to comments, including in the TiCSA members only Facebook group.

- Electronic direct mailouts: preparing regular eDMs including monthly e-newsletter, TiCSA advocacy communications, event and training invites etc.
- Website: Active management, maintenance and content creation. Maximise Search Engine Optimisation (SEO) for TiCSA website.
- Letters, presentations, speeches and other communications: Drafting for TiCSA CEO and other staff, as required.
- Media:
  - Write media releases, media alerts and opinion pieces, identify media opportunities and engage with relevant state-wide media contacts.
  - Actively respond to media queries and prepare quotes from the TiCSA CEO.
  - Monitor media activity and report outcomes to the TiCSA Board.
- Coordinate the collection of industry data for TiCSA's quarterly Barometer reports.
- Manage TiCSA's annual Board election process and draft the Annual Report.
- Prepare marketing collateral for TiCSA events, including the SA Tourism Awards and SA Tourism Conference.
- Manage TiCSA's mailing list to ensure it is up-to-date.

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## 2. ADMINISTRATION

- Reception duties, including answering the office phone and greeting clients.
- Assist the TiCSA CEO with their calendar, including meetings and RSVPs.
- Assist the Events and Memberships Coordinator with new and cancelled member procedures.
- Assist with preparing invoices, as required.
- Assist with CRM management and other administrative duties, as required.

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## 3. EVENTS

- Promoting events to members and assisting with event delivery, i.e. preparing registration pages, feedback surveys and other associated activities, as required.
- Attend and assist with delivery of TiCSA events, as required.

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## RELATIONSHIPS

### Internal

#### **Policy & Programs Manager** – Daily interaction

Direct line manager – Provides support and direction on targets, progress, upcoming tasks, outcomes and issues needing attention.

#### **CEO** – As required

Respond to requests, provide updates, reports and discuss progress.

#### **Other TiCSA staff members** – As required

Discuss and collaborate on planned communication activities for all functions across the team.

## **External**

**TiCSA members** – Daily interaction

**Key stakeholders** – Daily interaction

**Media** – As required

**Accountant** – As required

**TiCSA Board** – As required

**Suppliers** – As required

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## **EQUIPMENT OPERATED/TECHNOLOGY USED**

- Computer, including various software and Microsoft Office Suite
- Phone, iPad, photocopier, etc.

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## **QUALIFICATIONS**

- Tertiary qualifications in Communications, Public Relations, Marketing, Tourism, Business or similar relevant discipline.

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## **SKILLS & COMPETENCIES**

### **Essential**

- A level of communications skills and experience suitable to fulfil the responsibilities of the role.
- Experience copywriting for different purposes, audiences and diverse media.
- Exceptional time management, planning and organisation skills with the ability to work to deadlines under pressure.
- High attention to detail and multi-tasking abilities.
- Strong interpersonal skills including the ability to work as part of a small but dynamic team and deliver professional customer service to external stakeholders.
- Administration, business experience and computer literacy including MS Office Suite are necessary:
  - Well-developed administration skills from having worked in an office environment would be preferred.
  - A good understanding of various social media and website platforms are highly desirable.

### **Desirable**

- Understanding of the tourism industry in South Australia.

- CMS and CRM experience.
  - Knowledge of public relations and how the media operates, including experience working with South Australian media.
  - Event assistance experience.
  - Experience working for not-for-profit organisations.
  - Experienced in working in a small office environment
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### **SPECIAL CONDITIONS**

- Some out-of-hours work will be required
  - Some intrastate travel may be required.
  - A current Class 1 Drivers licence and willingness to drive is required.
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## Authorisation

Employee Signature \_\_\_\_\_

Date:

Employee Name \_\_\_\_\_

CEO Signature \_\_\_\_\_

Date: