



## **JOB DESCRIPTION**

**POSITION NAME:** Campaigns Coordinator

**HPW:** Full time

**SUPERVISOR'S TITLE:** Campaigns Manager

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### **FUNCTION & PURPOSE:**

To assist and work in association with the Campaigns Manager and individual Campaign Managers to ensure the professional, timely and efficient development, delivery and evaluation of the suite of Planet Ark's programs, with a particular focus on 'PaperCutz 4 Planet Ark', the World Environment News and the Plastic Bag Reduction campaign.

To maximise Planet Ark's profile as an innovative, pro-active and solutions-oriented environmental foundation and to maximise public awareness of and community participation in waste reduction programs.

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### **PRINCIPAL DUTIES & RESPONSIBILITIES**

- 1** Assist in, or coordinate, the development, production, distribution and evaluation of Planet Ark's awareness, community development and behaviour change recycling campaigns, including maintaining campaign records and providing administrative assistance.
- 2** Develop and maintain relationships with campaign partners, sponsors, councils, and other key waste/recycling organisations.

- 3** Keep abreast of environmental issues, programs, facilities, networks and legislation to ensure optimum relevance and exposure of Planet Ark's messages, campaigns and programs.
- 4** Handle enquiries from the public, media or industry bodies, as well as community, environment and corporate groups.
- 5** Assist with maintaining and updating the information on the suite of Planet Ark campaign websites.
- 6** Undertake research to assist in the preparation of research articles, media promotion and campaign materials, and for the purpose of informed industry liaison.
- 7** Ensure the implementation of Equal Employment Opportunity (EEO), Occupational Health and Safety (OH&S) policies in the workplace.
- 8** Review programs and campaigns to ensure they focus on achieving positive environmental and community development outcomes.
- 9** Any other duties as directed by Management.

## **WORKING RELATIONSHIPS:**

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### **INTERNAL**

CEO

Management

Staff

Office interns and volunteers

### **EXTERNAL**

Sponsors, retail partners and agencies

Recycling industry bodies and representatives

Councils – media officers, waste mgt officers

Government bodies and representatives, MPs

General public, community and environment groups

Graphic designers, printers, mail houses

Corporate groups and businesses

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### **Essential Criteria**

- Experience in the development, production, delivery and evaluation of innovative environment community education and/or awareness programs – or experience in similar campaigns in other fields.
- Strong interpersonal skills with a demonstrated capacity for stakeholder relationship management, diplomacy and conflict resolution.
- Excellent verbal and written communication skills with a particular focus on resources for public consumption.
- Strong time management skills, with an ability to manage ongoing, concurrent tasks, work under pressure and meet tight deadlines all with a fine attention to detail.
- Computer literate in generic computer packages such as Microsoft Office (particularly Excel), email systems and familiarity with the internet and databases.
- Ability to work individually or as part of a team and take directions from others.

- Willingness to develop new skills and undertake workplace training and learning.

**Desirable Criteria**

- Knowledge of the print production process, and experience in dealing with graphic designers, printers and mail houses.
- Knowledge of a range of environmental issues including waste reduction and management, resource recover, biodiversity or similar.