



Position Description

Position Details

Title:	Marketing Coordinator
Status:	Negotiable – Part/Full time
Salary Classification:	Classification 7
Salary:	\$99,239 - \$106,869
Location:	Rockhampton, Gladstone, Theodore, or Emerald (Negotiable)
Reports to:	Social Impact Leader

About FBA

FBA partners with communities across central Queensland to protect and enhance our natural environment. With over 50 staff based in Emerald, Gladstone, Rockhampton and Theodore, we bring practical solutions to the places that matter most.

From productive farms and healthy waterways to thriving landscapes and native species, we work alongside local land managers, industry and communities to deliver real results - supporting both people and nature.

For more than 20 years, we've built trusted relationships and delivered projects that make a lasting difference.

Join our growing team in a role where you can make real impact.

Purpose of the position

As FBA's Marketing Coordinator, you will lead the planning and execution of strategic, targeted communications that strengthen FBA's reputation as a leading natural resource management organisation. This role shapes messaging across campaigns, digital content, and engagement initiatives to promote FBA's work and drive awareness, participation, and impact throughout the Fitzroy region.

Roles and responsibilities

The Marketing Coordinator will be responsible for:

- Ensuring the communications requirements of all FBA programs, projects and services are planned collaboratively, scheduled and delivered effectively;
- Creating content for digital, print, and social media that enhances brand visibility and trust;
- Developing and implementing brand strategies that reflect FBA's organisational goals and values;
- Coordinating the strategic delivery and continuous improvement of audience specific communication approaches aligned with organisational goals;
- Enhancing and building FBA staff capability to contribute to content creation, understand FBA's diverse audiences, and actively cross-promote services;
- Overseeing the implementation and safeguarding of FBA's brand, and manage all related requests and approvals to ensure consistency and alignment across the organisation;



- Supporting a collaborative, organisation-wide approach to exploring new initiatives that supports the delivery of the FBA's strategic plan and vision;
- Undertaking work in a manner that complies with FBA policies, procedures and values.

Qualifications and Experience

Tertiary qualifications in a relevant field of Marketing, Communications, Public Relations or closely related discipline is essential. Experience in leading brand and marketing initiatives and taking on leadership roles is highly valued. Applicants should also demonstrate a strong record in developing, coordinating, reporting on, and delivering integrated marketing and communication strategies across both traditional and digital platforms. Proficiency in design software and related tools is considered desirable.

Other requirements

- The Marketing Coordinator will maintain their knowledge and skills through ongoing professional development.
- Experience in leveraging web-based platforms and digital tools to drive efficiency and deliver results.
- Demonstrated experience in Microsoft Office software.
- Possession of a current Australian Drivers Licence.
- Ability to travel and spend nights away from the home base to attend meetings, conferences and training.

Reporting and supervision

This position reports to the Social Impact Leader and supervises Communication Officer/s.

Salary, superannuation and other benefits

The successful applicant will be offered a Contract of Employment aligned with the FBA's Policies and Procedures and salary framework. In addition to superannuation guarantee payments, FBA offers to match voluntary superannuation contributions by employees up to an additional 3% of salary.

FBA is open to flexible arrangements including the negotiation of part-time and job-sharing arrangements to suit the right person/people. Daily hours of work are flexible, reflecting the need for the successful applicant to work hours that suit clients.

Applying for the position

Applicants are invited to submit a current resume, a cover letter and contact details of two recent referees via FBA's website (<http://www.fba.org.au/work-with-us/>) or by email to HR@fba.org.au.

While applicants are not required to answer selection criteria in their cover letter, selection for the position will be based on the successful applicant's ability to demonstrate the following selection criteria at interview.



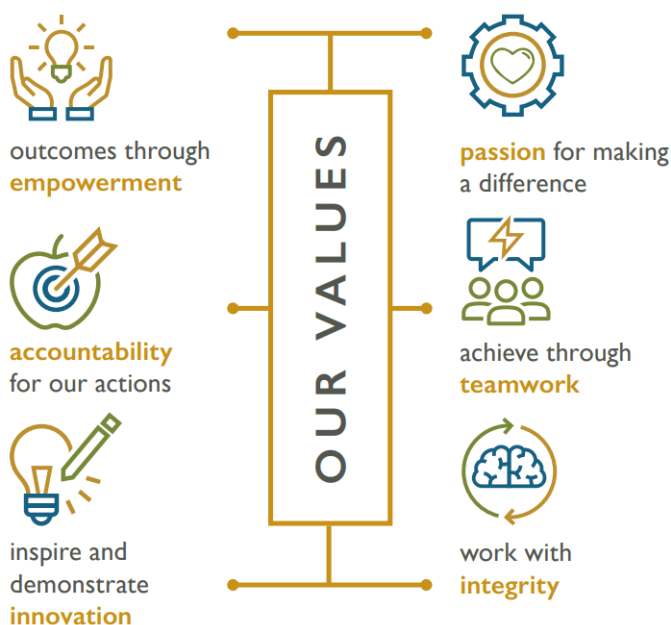
Selection Criteria

1. Demonstrated experience in the development, coordination and delivery of integrated communication campaigns.
2. Demonstrated high level written and verbal communication skills necessary to liaise with a wide range of stakeholders and for the development of content and creative.
3. Experience in building partnerships and working across professional networks to communicate science in action to inspire changes that may lead to improved stewardship for the environment.
4. Demonstrated understanding of human-centred approaches to building organisational reputation and recognition.
5. Experience in managing a team and staff supervision, including the management of staff to meet project deliverables while encouraging a work environment which promotes personal growth.

Working at FBA

At FBA, you'll join a passionate, collaborative team committed to natural resource management and making a positive impact. We foster a culture of innovation and continuous improvement, supported by flexible work arrangements that promote wellbeing and balance.

As an equal opportunity employer, we're dedicated to inclusivity and respect. Our corporate values guide our work and unite us in achieving FBA's strategic goals.



Further Information

Please contact the Corporate Services Manager on 07 4999 2824 for more information on the position. Visit our web site at www.fba.org.au for further information on the organisation.