

Communications and Marketing Coordinator

Position Reports to	Chief Executive	Location	Hobart
Position Type	Full-time (or part-time by negotiation)	Award	\$99,482 - \$104,352
Positions reporting to this role	N/A	Date	October 2025

Position overview

The Communications and Marketing Coordinator is responsible for planning, coordinating, and delivering effective communication and marketing activities that support the objectives of the Marine and Safety Authority (MAST). This includes the production and management of publications, website content, media materials, campaigns, and promotional activities, as well as the research and development of policies and practices that ensure high standards of communication across the Authority.

The role also supports the delivery of MAST's safety, education, and engagement programs by producing high-quality content and materials, managing communication processes, and undertaking a wide range of publication, digital, and promotional tasks.

Key responsibilities

- Develop and implement communication and marketing strategies, policies, and practices aligned with MAST's objectives.
- Monitor and evaluate the effectiveness of communication activities and recommend improvements.
- Maintain and update the Communications Plan for Board meetings.
- Coordinate the planning, production, and distribution of MAST's publications, reports, newsletters, and educational resources, ensuring alignment with branding, accessibility, and government standards.
- Draft, edit, and proof a wide range of written materials, including media releases, editorials, and promotional copy.
- Manage advertising and promotional activities across print and digital platforms, including liaison with media outlets.
- Plan and deliver marketing campaigns that raise awareness of maritime safety initiatives, events, and services.
- Develop and manage collateral and digital design, including brochures, fliers, signage, presentations, posters, and event materials, working with external providers as required.
- Maintain and update the MAST website, including tenders, forms, and content accuracy.
- Manage social media platforms (Facebook, Instagram, YouTube), including content creation and graphics.
- Track marketing performance and provide reports on reach, engagement, and impact.
- Coordinate the ordering, design, and distribution of branded merchandise.
- Support stakeholder engagement activities through clear, professional, and accessible communications.
- Manage reporting requirements and ensure records and archives for communication activities are accurate and current.

Direction and supervision

The Communications and Marketing Coordinator works under limited direction from the CEO (or delegated senior officer). The role requires initiative, creativity, and sound judgment to plan and deliver communication activities independently, while maintaining alignment with MAST's strategic direction. The position collaborates with internal staff, external service providers, and media stakeholders.

To be successful in this role

Essential

- Demonstrated experience in developing and delivering communication and marketing strategies, publications, and digital content.
- Demonstrated experience using online graphic design and publishing tools.
- High-level written communication skills, including writing, editing, and proofreading for diverse audiences and platforms.
- Experience in managing publications and promotional materials, and marketing campaigns, including coordinating design, print, and distribution.
- Proven ability to manage website content and digital communication channels, including social media.
- Strong interpersonal skills with the ability to liaise effectively with internal and external stakeholders.
- Excellent organisational skills, with the capacity to manage competing priorities and deliver to deadlines.
- Demonstrated ability to work independently and exercise sound judgement, while contributing to a collaborative team environment.
- Current Police Check.

Desirable

- Relevant tertiary qualifications in communications, public relations, journalism, marketing or a related discipline.
- Experience working within a government or regulatory environment.
- Knowledge of Tasmania's maritime industry and safety priorities.
- Experience in event support, promotional campaigns, and community-based marketing initiatives.
- Familiarity with emerging trends in digital communication, marketing analytics, design, and publication practices.

Working environment

- Marine and Safety Tasmania is a smoke free working environment.

Our values

Our success is built on our people and the way we work. A shared set of values guide how we behave towards our customers, our community, and our colleagues. We are:

- Approachable and accountable – we attempt at all times to be approachable and deliver services that focus on the needs of our stakeholders;
- Professional – we employ people with a range of professional skills and experience. Our people come from the maritime industry, policy and regulatory backgrounds and with operational compliance experience and are committed to providing a professional service that is timely;
- Risk focused – we recognise and manage risk, reporting regularly to the Board;
- Proactive – we recognise the value of being proactive and will identify and develop innovative solutions to problems.