

Position Description

Position Title:	External Communications Coordinator
Classification:	Stream C - Specialists, Band 1

Purpose of the Role

The External Communications Coordinator supports the delivery of external communications, public relations, social media and content activity to build Marathon Health’s visibility and reputation across the communities we serve.

This role contributes to Marathon Health’s purpose of delivering quality health and wellbeing services together with our communities – ensuring people are aware of, and can access, the support they need, particularly in regional and rural areas.

Working closely with the Communications & Engagement Specialist, the role plays a key role in executing campaigns, supporting community engagement, and maintaining a consistent and authentic content pipeline that reflects Marathon Health’s people, services and impact.

Key Relationships

You will report to the Communications & Engagement Specialist and will work closely with colleagues across Partnerships and Growth, Business Innovation, Marketing and Communications and our operational teams more broadly. The role will also work closely with external partners and agencies as required.

Position Responsibilities

Responsibilities for this position include, but are not limited to:

1. PR & External Communications Support:
 - Support coordination and delivery of PR activity
 - Identify PR news agenda relevant for Marathon Health
 - Assist with media list creation, media monitoring, research and brief preparation
 - Support preparation of media materials, talking points and case studies and content
 - Assist in coordinating media responses and spokespeople
2. Social Media & Community Management:
 - Schedule and publish content across social channels (Facebook, Instagram, LinkedIn)
 - Monitor engagement and actively support community management, including:
 - responding to comments and messages where appropriate
 - escalating risks or issues
 - identifying opportunities for engagement or amplification
 - Support real-time and campaign-based social activity
 - Identify trends and opportunities relevant to Marathon Health audiences
3. Content Creation & Content Pipeline
 - Coordinate and support the Content Committee / content pipeline across the organisation
 - Source content from clinicians, teams and stakeholders
 - Create and repurpose content across channels (PR → social → website → EDM)
 - Support development of video content, Q&A and explainer content and workforce and community stories
 - Ensure content aligns with messaging, tone and campaign priorities

4. Campaign Delivery & Support

- Support delivery of integrated campaigns across PR, social and digital
- Assist with coordination of timelines, content and assets
- Ensure campaigns are delivered in line with briefs and deadlines

5. Community & Stakeholder Engagement Support

- Support sharing of service information across community groups, local networks and stakeholder channels
- Assist with coordination of events and activations
- Monitor relevant community conversations and feedback

6. Reporting & Insights

- Support weekly and monthly reporting
- Track PR coverage and performance outcomes
- Track reach and engagement, content performance and traffic and clicks
- Identify insights and trends (what's working / not working)
- Feed learnings into content and campaign delivery

Other Duties

- Demonstrate and uphold our values at all times.
- Comply with the Work Health and Safety policies and procedures at all times.
- Undertake continuing professional development as required to ensure job skills remain current.
- Attend/participate in out-of-hours meetings and functions as required.
- Participate in staff activities and processes.
- Identify and participate in continuous quality improvement opportunities.
- Actively participate in annual performance planning and review activities.
- Maintain a working knowledge of all equipment used in the office.
- Other duties as directed from time to time.

Our Values

Staff are expected to demonstrate our **ICARE** values:

Integrity & Trust

Collaboration & Innovation

Achievement & Excellence

Respect & Empowerment

Empathy & Understanding

Special Job Requirements

1. National Police Check with a satisfactory outcome and Working With Children Check clearance for paid work
2. Eligibility to work in Australia
3. Valid Australian Drivers Licence

Note:

This position description is not a duty statement; it is only intended to provide an outline of the key responsibilities of the position. Employees are expected to carry out any duties, within the scope of their ability, that are necessary to fulfil the position objectives.

It is expected that this position description will change over time due to the nature of Marathon Health activities. A flexible attitude to change is expected of staff. Any proposed changes will be discussed with you.

I, the undersigned, agree to be employed under the terms and conditions as detailed in this position description.

Signed _____

Date _____

Print Name _____

Selection Criteria

Essential

- 1–3 years in communications, marketing or a related field
- Experience supporting social media, PR, content or campaigns
- Strong written and verbal communication skills
- Strong organisational and coordination skills
- Ability to manage multiple priorities in a fast-paced environment
- Confidence working across teams and stakeholders

Desirable

- Experience in health, not-for-profit or community sector
- Exposure to or understanding of broader digital channels, including:
 - Search Engine Optimisation
 - Electronic Direct Mail and email marketing
 - Google My Business and local search presence
 - AI tools for content creation and efficiency
- Basic understanding of:
 - content performance
 - social scheduling tools
 - campaign optimisation