Role Description

Senior Coordinator, Communications & Brand

Cluster	Creative Industries, Tourism, Hospitality and Sport
Department/Agency	NSW Institute of Sport
Division	Corporate Services
Classification/Grade	NSWIS Grade 3, Level 1
Location	Sydney Olympic Park
OSCA Code	221534
PCAT Code	1226891
Date of Approval	11 November 2026
Agency Website	NSW Institute of Sport (NSWIS)

Agency overview

The NSW Institute of Sport [NSWIS] is a high performance sporting organisation that supports exceptional athletes and inspires NSW communities. We reach all regions of NSW with an Olympic and Paralympic training facility based at Sydney Olympic Park and high performance hubs across NSW that provide world leading daily training environments. Our experts work in collaboration with national sporting system partners to deliver high performance support services and environments to prepare athletes and coaches for international competition.

NSWIS plays an integral part in Australia's High Performance 2032+ Sport Strategy – Win Well. We are committed to building an inclusive and sustainable sporting system that is athlete focused, exceptionally led and purposefully collaborative.

We ensure athlete safeguarding is prioritised and that the integrity of sport is embedded in our organisation.

Primary purpose of the role

The Senior Coordinator, Communications and Brand will lead the development and coordination of digital media and communications initiatives enhancing awareness of NSWIS across key stakeholder groups. This role will focus on the visual development and delivery of NSWIS's Communications and Brand strategy with particular focus on content creation and driving engagement and audience growth. This role takes the lead on all visual aspects of generating content for the organisation

Key accountabilities

- Lead the development and implementation of an effective multichannel digital & social media content strategy and campaigns with the Manager, Communications and Brand ensuring alignment with NSWIS Communications and Brand strategy.
- Lead the development and production of all digital content including inhouse photography, filming and video editing; driving engagement and audience growth across all channels whilst utilising data and insights to support decision-making, measuring the impact of NSWIS digital media activities and providing regular reports and analysis.

- Develop NSWIS visual concepts and solutions that are on brand and accurate, ensuring that all content supports positioning and communications objectives.
- Accountability for all NSWIS social channels, reporting critical issues and work with the Manager, Communications and Brand to develop appropriate responses to engagement and enquiries.
- Design, produce and prepare final artworks for NSWIS website and intranet, corporate publications, assets, and reports upon request.
- Coordinate the production of NSWIS corporate documents and publications, working with suppliers and developers to ensure all material is accurate and correctly published and within budget.
- Utilise content to produce all NSWIS electronic direct mail (using MailChimp) and support the development and ongoing implementation of organisational initiatives.

Key challenges

- Prioritising work and managing conflicting deadlines.
- Ensure visual elements of NSWIS brand evolve, are of the highest standard and within NSWIS Brand Guidelines.
- Building relationships with internal and external stakeholders to identify and produce content.

Key relationships

Internal

Who	Why
Manager, Communications and Brand	• Work autonomously in relation to design and receive direction in relation to brief
Multimedia Content Creator	• Supervise on work related to digital and design
NSWIS Managers & Staff	• Develop relationships via effective communication that enable achievement of outcomes

External

Who	Why
Media	• Provide direction in relation to NSWIS external communications
Suppliers	• Provide direction to ensure outcomes are achieved.

Role dimensions

Reporting line

Manager, Brand & Communications

Direct reports

Multimedia Content Creator

Budget/Expenditure

Nil

Key knowledge and experience

- 4 + years of demonstrated experience in a similar role
- Demonstrated experience in driving digital media to amplify awareness messages, drive growth and engagement
- Demonstrated ability to effectively communicate information and ideas in a written and visual format
- Highly developed interpersonal, written and verbal communication skills
- Tertiary qualifications in Communications & Brand
- Knowledge of the Australian high-performance sport environment
- Intermediate skill in Adobe Creative Cloud Suite
- Demonstrated knowledge of best practice digital and social media processes, and communications strategy principles.
- Demonstrated knowledge of content management systems (Wordpress), search engine optimisation and web publishing.

Essential requirements

- Current Working with Children check
- Current First Aid and Resuscitation certificate
- Tertiary qualifications in Communications & Brand
- Proven experience in successfully developing and executing media and communications strategies
- Proven ability to work independently, diagnose problems and implement effective solutions
- Advance knowledge of MS Office programs
- Sport Integrity Australia (SIA) Anti-Doping Fundamentals and Annual Update
- Sport Integrity Australia (PBTR) Child protection and Safeguarding

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Capability group/sets	Capability name	Behavioural indicators	Level
 **Personal Attributes**	**Manage Self** Be persistent, self-reflect and commit to learning	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance	Adept
 **Relationships**	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Tailor communication to suit the needs, backgrounds and perspectives of diverse audiences and address barriers to participation • Clearly explain complex ideas and arguments to individuals and groups • Create opportunities for others to contribute • Share information with other teams and business units to enable informed decision-making • Write clearly and concisely in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences • Pay attention and encourage others to express their views	Adept
 **Relationships**	**Work Collaboratively** Collaborate with others and value their contribution	• Encourage a workplace culture that values collaboration • Communicate with other teams to improve information sharing • Share lessons learned with other teams and business units • Identify opportunities to collaborate with stakeholders, including people with lived	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		experience, to develop better processes and solutions • Actively use digital information platforms, collaboration tools and other digital technologies to share information and work with diverse audiences to solve problems and improve services • Consider diverse cultural perspectives to provide insights into collaborative work	
 **Relationships**	**Influence and Negotiate** Gain consensus and commitment from others, and resolve issues and conflicts	• Use facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes • Identify and resolve issues during discussions with other staff and stakeholders • Identify others' concerns and expectations • Respond constructively to conflict and disagreements and be open to compromise • Keep discussions focused on the key issues	Intermediate
 **Results**	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Seek and apply the expertise of key individuals to achieve business outcomes • Lead a culture of achievement and acknowledge others' input • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of business objectives • Make sure others understand the need for on-time and on-budget results and how success is defined • Control business unit output to ensure government outcomes are achieved within budget and on time • Progress organisational priorities and ensure resources are acquired and used effectively	Advanced
 **Results**	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, business unit and your organisation when prioritising work • Set, prioritise, consult on and develop team and business unit goals, strategies and plans • Anticipate, assess and respond appropriately to the impact of changes, including changes to government policy and economic conditions, on team or business unit goals • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust plans accordingly	Adept
	**Think and Solve Problems** Think, analyse and consider the broader context to develop practical solutions	• Understand a problem or explore an opportunity by finding data that is relevant, trustworthy and high quality	Intermediate

Capability group/sets	Capability name	Behavioural indicators	Level
Results		• Research and analyse information to make recommendations based on relevant evidence • Identify and find appropriate solutions for issues that may stop people from completing their tasks • Be willing to seek others' input and share your ideas to achieve best outcomes • Come up with ideas and identify ways to improve systems and processes to meet organisational and customer needs	

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify performance required for the role and development opportunities.
Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes, however, may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 **Personal Attributes**	**Display Resilience and Courage**	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
 **Personal Attributes**	**Act with Integrity**	Be ethical and professional, and uphold and promote the public sector values	Intermediate
 **Personal Attributes**	**Value Diversity and Inclusion**	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
 **Relationships**	**Commit to Customer Service**	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 **Results**	**Demonstrate Accountability**	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Intermediate
 **Business Enablers**	**Finance**	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational

Capability group/sets	Capability name	Description	Level
Business Enablers	**Technology**	Understand and use available technology to maximise efficiencies and effectiveness	Intermediate
Business Enablers	**Procurement and Contract Management**	Understand and use procurement processes to ensure effective purchasing and contract performance	Foundational
Business Enablers	**Project Management**	Understand and use effective ways to plan, coordinate and control projects	Intermediate