



AUSTRALASIAN COLLEGE OF SPORT AND EXERCISE PHYSICIANS

POSITION DESCRIPTION

Job Title	Marketing and Communications Coordinator	ID	PD 025
Location	Fitzroy and home office (Hybrid)	Reporting to	GM Partnerships and Organisational Development
Created	July 2025	Employment Type	Full Time (1.0 FTE)

Organisation Summary

The Australasian College of Sport and Exercise Physicians (ACSEP) is a Specialist Medical College accredited by the Australian Medical Council and the Medical Council of New Zealand. The ACSEP is the professional body representing Sport and Exercise Physicians and Sport and Exercise Medicine in Australasia and is a rapidly growing College dedicated to providing a robust training experience for its Registrars and advancing the skills of its members through evidence-based practice.

Sport and Exercise Physicians are committed to excellence in the practice of medicine as it applies to all aspects of physical activity. Safe and effective sporting performance at all levels is a major focus. Alongside this is the increasing recognition of the importance of exercise in the prevention and treatment of common and often serious medical conditions and comorbidities.

Position Summary

The Coordinator (Marketing and Communications) plays a central role in promoting effective communication both within the organisation and with external stakeholders. This multifaceted position combines responsibilities for leading engagement initiatives and coordinating comprehensive member communications initiatives to advance the organization's mission and objectives.

Reporting Structure:

The Coordinator (Marketing and Communications) reports to the General Manager, Partnerships and Organisational Development (GM). This position collaborates closely with all program areas to ensure the successful implementation of the ACSEP's whole of organisation marketing and communication strategies. It offers an exciting opportunity to drive positive change by promoting marketing initiatives and furthering effective communication for the ACSEP.



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Essential duties and responsibilities

Marketing

The Coordinator (Marketing and Communications) is responsible for creating and executing ACSEP's marketing strategies aligned with the College objectives and is responsible for planning, implementing, and managing marketing campaigns across various channels.

- **Content Creation:** Develop marketing materials such as website content, social media posts, and advertising copy.
- **Digital Marketing:** Manage the ACSEP's online marketing efforts, including SEO, social media, and email marketing.
- **Performance Analysis:** Monitor and review campaign performance, making adjustments as needed and providing reports as required.
- **Collaboration:** Working with all internal staff and external stakeholders to achieve ACSEP project marketing goals

Communications:

The Coordinator (Marketing and Communications) is responsible for managing ACSEP's communication strategies to effectively connect with members and engage external stakeholders. Key responsibilities in this area include:

- **Development of Communications Strategy:** Lead the development and implementation of a comprehensive communications strategy aligned with ACSEP's goals and objectives.
- **Stakeholder Engagement:** Cultivate relationships with internal and external stakeholders to facilitate effective communication and engagement with the ACSEP's mission and activities and in line with the strategic priorities.
- **Website administration:** Ensure information on ACSEP's website is up-to-date and easily accessible for all stakeholders.
- **Content Creation:** Generate compelling content for various communication channels, including the College website, newsletters, social media, and press releases, to promote awareness of the ACSEP's initiatives and achievements.
- **Brand Management:** Ensure consistency and integrity of the ACSEP's brand across all communication materials, updating and maintaining organisational brand guidelines.
- **Event promotion:** Coordinate promotional support for ACSEP events, such as conferences, workshops, courses and College initiatives, to maximize participation and impact.
- **Projects:** Support program areas by assisting with the development and implementation of communications for discrete projects as required.
- **Media:** Coordinate all media responses, including the preparation of key messaging, managing media inquiries, drafting statements and press releases, and ensuring timely and consistent communication across all channels.



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Knowledge and Skills

- High level experience in communications, marketing or related discipline.
 - Sound knowledge of brand development and engagement strategies.
 - Well-developed writing and editing skills.
 - Sound knowledge of website administration and maintenance.
 - A tertiary degree in a related field is desirable.
 - Ability to meet tight timelines, managing multiple tasks
 - Strong interpersonal skills and an ability to work with a broad range of people from a variety of backgrounds and experiences
 - Experience using design programs such as the Adobe Suite, Canva or similar
 - Medium to high level Microsoft Office skills,
 - Team focused with demonstrated high level organisational skills, attention to detail and ability to prioritise demands.
 - Demonstrated interpersonal skills including the ability to liaise effectively with a wide range of individuals and stakeholders.
 - Self-motivated and proactive with the ability to work unsupervised.
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Position description maintenance

Reviewed Last:	1 July 2025
Conducted by:	Kate Simkovic
Approved by:	
Next Review:	July 2027

Acknowledgement

As the incumbent of this position, I confirm I have read the Position Description, understand its content and requirements and agree to work in accordance with the requirements of the position.

I acknowledge that the reporting structure may change over time, and it may affect this position, and I agree to abide by ACSEP's Policies and Procedures at all times.

Name:	
Signature:	
Date:	