

In mid-2014, an exciting Light Rail system in the Gold Coast came alive, linking people and communities along the coast. The G:link is operated and maintained by Keolis Downer Gold Coast (KD). Keolis Downer is Australia's largest private provider of multimodal public transport, operating G:link, Yarra Trams and close to 1000 buses in Australia. Keolis Downer is a joint venture between **Keolis**, one of the world's largest public transport operators, and Australian services firm, **Downer**. As a world-class, reliable and integrated transport network, G:link is central to the Gold Coast City Council's 'Bold Future' vision to be a leader in sustainable living.

We are looking for dedicated and enthusiastic people to join our exciting system, and be part of a dynamic team of individuals.

Marketing and Communications Coordinator

Position Purpose:

Prime responsibility for the design and management of all internal and external communications and marketing support activities for the company.

Reporting to:

Head of Customer Service

Position Responsibilities:

- Liaise with Translink and internal stakeholders to develop and implement a coherent joint Marketing Communications plan;
- Monitoring the effectiveness of the plan;
- Marketing requirements to include key themes for G:link each year, Safety, Security, Fare Compliance, Patronage Growth;
- Oversee campaign roll-out across multiple mediums - radio, station signage - print and digital, social media;
- In conjunction with other departments develop and roll-out internal marketing requirements - company newsletter, digital screens, management of stakeholder engagement;
- Develop and oversee annual stakeholder survey's;
- Stakeholder and community engagement/promotion for the G:link;
- Act as a media spokesperson when required;
- Manage marketing and communications budget; and
- Positively promote the Company and Public Transportation.

Competencies Required:

- Ability to plan, develop and implement communications programs;
- Use of relevant software and technology;
- Essential Qualifications: Tertiary qualification in Business, Communications or Marketing or equivalent experience; and
- Essential: Experience in at least one, communications or marketing in a service industry context.

Profile Requirements:

- A highly self-motivated team player, with sound organisational skills;
- Fluent in English with excellent written and verbal communication skills;
- Able to demonstrate high level consulting, relationship building and interpersonal skills with the ability to communicate in a confident manner at all levels of the organisation (oral and written);
- Able to demonstrate effective presentation skills;

- Able to show a high level of planning and organising skills;
- Able to demonstrate a commercial understanding;
- Able to show empathy with stakeholders but able to explain and defend KD's position robustly if necessary;
- Able to demonstrate creativity and experience with Adobe Suite, preferably InDesign; and
- Legally entitled to live and work in Australia.

All KD workers have a responsibility to comply with and implement the Integrated Management System and to participate in processes, systems and procedures for Safety, Quality & Environment (SQE) that support KD business activities. Responsibilities are set out below:

- Comply with and implement the processes and systems that support positive safety culture and integrate positive safety culture into everyday work activities and behaviours
- Contribute through the implementation of work activities and demonstrate behaviours in line with a positive safety culture to achieve KD's objectives and targets
- Comply with and implement, participate in and support the KD's continual improvement processes and systems
- Participate in internal and external audits for continual improvement of KD's systems and processes
- Comply with and implement KD's systems and processes
- Attend education, awareness and training provided by KD, hold the competencies to perform the role
- Report all incidents and accidents in accordance with KD's incident reporting process
- Participate in KD's injury management process
- Integrate SQE performance requirements into behaviours and activities, follow processes and systems and provide feedback to the SQE team to facilitate continual improvement
- Comply with and implement KD's Fit for Work programs and system and attend work – fit for work
- Comply with and implement the SQE requirements for human factors identification and assessment
- Participate in, comply with and implement the processes and systems that facilitate corrective actions, opportunities for improvement and hazard reporting

As part of the recruitment processes at KD, job applicants will be required to provide a National Police Certificate. Further to this, successful candidates will be required to provide a National Police Certificate where requested throughout employment. Given the nature of the position you have applied for and, in particular, the duties and responsibilities that it includes, KD considers this to be a reasonable requirement. KD will assess a candidate's and employee's criminal record history against the inherent requirements of the relevant position before making a determination as to their suitability or otherwise for the role.

Keolis Downer is an Equal Opportunities Employer.