816/3 Parkland Boulevard
Brisbane, Queensland, 4000
07 3256 6777
eco@ecotourism.org.au
ecotourism.org.au

| | |
|---|---|
| Title of Position: | Communication & Engagement Specialist |
| Type of Appointment: | Permanent full-time |
| Location: | Brisbane |
| Reporting to: | Communication & Engagement Manager |

**Ecotourism Australia**

Ecotourism Australia is a non-government, not-for-profit organisation, established in 1991, that promotes and supports the ecotourism industry in Australia through building capacity and actively promoting sustainable tourism operations and systems. Our key program – ECO Certification – was the world's first national ecotourism certification program. Ecotourism Australia is globally recognised for our best practice industry standards. We are recognised as the credible, national peak body for eco and sustainable and tourism.

**Role Specification**

Ecotourism Australia is seeking a highly skilled and proactive **Communication & Engagement Specialist** to support the delivery of our communications and engagement activities. This position plays a pivotal role in amplifying Ecotourism Australia's voice across government, industry, and media landscapes and will suit a professional with advanced capabilities in corporate communication and public relations. An understanding of the tourism, environment, and sustainability sectors is highly desirable.

This role is responsible for the end-to-end coordination of Ecotourism Australia's communication platforms and will provide critical support in the development of high-level corporate materials, including media releases, social media content (including design), member engagement and industry-facing content, as well as providing support for event planning and delivery.

**Key Responsibilities**

- Manage the production and quality control of written communications for multiple audiences including media, government, industry stakeholders, and members.
- Oversee media engagement and response coordination, ensuring timely and strategic positioning of Ecotourism Australia as the national peak body for eco and sustainable tourism.
- Manage Ecotourism Australia's digital presence, including social media channels (Facebook, Instagram and LinkedIn) corporate website, and Green Travel Guide, ensuring content is accurate, relevant and engaging, and aligned to Brand Guidelines.
- Develop and deliver key publications such as the Annual Report, member updates and stakeholder communications.

- Support the planning and delivery of flagship conferences and events, including the Global Sustainable Tourism Summit and other events as required.
- Contribute to the planning, preparation and distribution of strategic communication materials, including government briefs, media releases, policy papers, and stakeholder presentations.
- Contribute to the design and implementation of Ecotourism Australia's communications and engagement strategies in alignment with our corporate plan.
- Oversee the delivery of campaigns including the Green Travel Leader and Hall of Fame programs.
- Maintain current media contacts and stakeholder databases.
- Maintain positive and strategic relationships with key external stakeholders, including media, certified operators, government agencies, and tourism industry bodies.
- Develop and contribute to reporting using analytics and data.
- Support general administration and coordination of cross-team communications and planning as required.

**Selection Criteria**

**Essential**

1. A passion for sustainable and culturally responsible tourism.
2. Very strong written communication skills, with demonstrated experience developing a wide range of corporate materials (media releases, annual reports, presentations, briefs) as well as industry and consumer facing EDMs and social media posts.
3. Strong experience in media engagement and public relations, including the development of media materials and coordination of responses.
4. Demonstrated ability to support planning and delivery of high-impact events aligned with organisational objectives.
5. Proactive, with high-level organisational skills and demonstrated ability to manage multiple concurrent projects and deadlines with strong attention to detail.
6. Experience using digital tools and platforms for content creation, campaign delivery, analytics and reporting.
7. Demonstrated experience in collating and analysing data for reporting.
8. A minimum of three years' experience working in communications, public relations or a related field.
9. Tertiary qualifications in communications, journalism, public relations, tourism, business, or a related field.
10. Must possess the right to work in Australia.

**Highly desirable**

11. A strong understanding of the eco and sustainable tourism policy landscape.
12. Knowledge of sustainability certification programs, ideally Ecotourism Australia's.

**Applications close at midnight on Sunday, 6 December 2026. Applications will be reviewed as they are received, and interviews may begin before the closing date.**

**To apply, please send a cover letter (maximum 2 pages) addressing the selection criteria, alongside your CV to Kate Scott, Communication & Engagement Manager at commsmanager@ecotourism.org.au**

*At Ecotourism Australia, we value diversity and are committed to creating an inclusive and welcoming workplace. We value the unique backgrounds, perspectives, and experiences that each individual brings. We welcome applications from people of all cultures, genders, sexual orientations, ages, and abilities, including Aboriginal and Torres Strait Islander peoples, people with disability, and members of the LGBTQIA+ community. We strive to create a safe, inclusive, and supportive environment where everyone can thrive.*