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Communications Lead

OVERVIEW

Role:	Communications Lead
Team:	CEO's Unit
Reports to:	Chief Executive Officer
Direct reports:	2
Hours:	Full time (35 hours/week)
Award:	\$100,000 commensurate with experience (not-for-profit salary packaging available)
Financial delegation:	Category 3 (total budget to be determined)

ABOUT ABSEC

AbSec (NSW Child, Family and Community Peak Aboriginal Corporation) is the peak Aboriginal organisation in the NSW child and family welfare sector. We provide an Aboriginal perspective on child protection and out-of-home care policy to the NSW Government, and support the Aboriginal community-controlled sector to deliver effective services for Aboriginal children and families. We are a not-for-profit, incorporated community organisation, governed by an all-Aboriginal board.

We recently established AbSec Learning and Development Centre (AbSec LDC), a subsidiary organisation and registered training organisation. AbSec LDC is the only registered training organisation in NSW owned and managed by Aboriginal people in the child and family support sector, offering recognised qualifications in disability support, family welfare and child protection, as well as governance, leadership and management.

OUR VISION

Aboriginal children and young people are looked after in safe, thriving Aboriginal families and communities. They are raised strong in spirit and identity, with every opportunity for lifelong wellbeing and connection to culture.

OUR PRINCIPLES

- **Acknowledgement and respect** – acknowledging the diversity of all Aboriginal nations and respecting traditional owners of the land, constantly reminded by Elders, and cultural knowledge of communities to inform our action
- **Professionalism and integrity** – acting with the highest level of professionalism for our communities, ensuring our integrity will not be compromised in striving for the provision of quality, culturally responsive and accessible supports
- **Self-determination** – ensuring that our focus is underpinned by the rights of Aboriginal people to make decisions that impact their lives, recognising the interests of Aboriginal children, young people, families and carers, and communities in all that we do
- **Independence and solutions focused** – serving the interests of Aboriginal children, young people, families, people with disability, communities and the organisations that support them to deliver holistic approaches to issues impacting them
- **Transparency and commitment** – remaining committed to our people in everything we do, ensuring our actions are clear and promoted at every opportunity

PURPOSE OF THE POSITION

The Communications Lead is responsible for developing, overseeing and executing strategic communications on behalf of AbSec and AbSec LDC. You will raise AbSec's public profile and promote understanding of our objectives and activities both internally and externally. You will be responsible to the Chief Executive Officer and support media engagement, and undertake strategy formation related to any aspect of AbSec and AbSec LDC business.

On a day-to-day basis, you could be doing any of the following:

- Managing the organisation's branding and marketing, and managing social media functions
- Building relationships with key media contacts, putting out media releases, and pitching ideas for opinion editorials
- Keeping the AbSec website up-to-date and ensuring it's an informative source of content
- Updating our Facebook, Twitter and LinkedIn profiles and building engagement with our audiences
- Producing email newsletters to keep both our internal AbSec staff and external stakeholders informed of our work, as well as news in the sector
- Developing PR campaigns across multiple channels to promote AbSec's goals in the public arena
- Producing publications such as our annual report, and print materials such as flyers and brochures
- Promoting AbSec events and contributing to making them successful
- Building productive relationships with partners and stakeholders such as the national peak body, SNAICC
- Supporting the Chief Executive Officer to effectively and meaningfully deliver key messages

KEY ACCOUNTABILITIES

- Oversee the organisation's corporate communications, ensuring consistency in messaging and profile-building on priorities and objectives
- Oversee media, including social media, and website delivery with the support of the team
- Develop and implement communication and marketing strategies for key priority work within the organisation
- Identify opportunities to promote the organisation's efforts, achievements and brand
- Lead development of human interest stories and content to raise the profile of issues important to the organisation
- Manage media engagement, with the support of the team, to ensure effective and meaningful relationships with stakeholders
- Identify opportunities for partnerships to increase the reach of the organisation, including through sponsorship, advertising and stakeholder management
- Evaluate corporate communication efforts to evolve strategies over time and continue focus in building the organisation's profile
- Form strategic media and communication partnerships that will benefit the organisation in achieving organisational objectives and goals

KEY CHALLENGES

- Independently managing multiple areas and competing priorities
- Meeting tight deadlines, particularly when responding to timely media issues
- Ensuring consistency in branding and messaging on AbSec communications, as well as building recognition of these internally so that all staff are equipped to consistently represent our brand
- Responding to extremely sensitive subject areas, sometimes in a highly politicised environment
- Balancing the need to foster a productive working relationship with government bodies while publicly evaluating their performance and policies
- Building a solid supporter base among both Aboriginal and non-Aboriginal audiences

KEY RELATIONSHIPS FOR SUCCESS

Internal Contacts:

- Chief Executive Officer (direct supervisor)
- Senior Management Team for content and support
- All staff to ensure robust input into activities

External Contacts:

- Aboriginal community-controlled agencies, including member agencies
- Other peak bodies including SNAICC (the national peak for Aboriginal children and families) and ACWA (Association of Children's Welfare Agencies)
- Government representatives to inform about AbSec's agenda and influence theirs
- Non-government agencies to leverage support and negotiate opportunities or differences
- Media contacts to leverage opportunities to publicise AbSec's work and perspectives
- Aboriginal community members to build engagement and awareness of AbSec's work, and ensure their views are represented
- External suppliers including graphic and web designers, PR agencies, etc.

SELECTION CRITERIA

Essential Criteria:

- Minimum 3 years' experience working in media, marketing or communications, preferably for an Aboriginal organisation, not-for-profit, community services, or government organisation
- Substantial experience in developing and implementing effective, multi-channel communications strategies and/or campaigns
- Understanding of the principles of brand marketing, with experience in promoting a consistent brand
- Experience in media relations, confidence in preparing senior executive staff for media appearances, and strong working relationships with key media contacts
- Ability to independently manage social media profiles and grow audience engagement
- Strong written communication skills across multiple formats, targeted to diverse audiences
- Strong relationship-building and community engagement skills

Desirable Criteria:

- Aboriginality and understanding of the importance of cultural connections for Aboriginal children, young people, families and communities
- Tertiary qualifications in community services, marketing, communications or a related area
- Understanding of the NSW child protection system
- Experience developing communications for and building relationships with the Aboriginal community in NSW
- Experience developing communications related to public policy and/or politics
- Photography and video-making skills, including experience with Adobe Photoshop and Adobe Premiere Pro
- Experience with key online services and databases such as Canva, Campaign Monitor, Hootsuite, AAP media databases, Salesforce, Google Analytics

NOTES

- Applications must directly address the selection criteria and indicate level of experience and achievement in each area.
- The successful applicant will be subject to Criminal Record Check and Working With Children Check. This is a core requirement of this role.
- The successful applicant will be engaged under a fixed-term contract and subject to a probationary period.
- The successful applicant will be required to respect AbSec policies and procedures; a full list of these will be provided upon employment.
- Aboriginality is a genuine occupational requirement authorised in Section 14(d) of the *Anti-Discrimination Act 1977* (NSW). and documentation may be required to demonstrate.
- This position has been classified under the Social, Community, Home Care and Disability Services Industry Award 2010. Salary is subject to negotiation, skills and experience.

To apply, interested applicants are required to address the essential criteria demonstrating their experience against each point, submit a cover letter (maximum two pages) and current CV (maximum five pages).

Applications can be emailed to: recruitment@absec.org.au

Applications close: COB, Friday 11 October 2019