

Job Description

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| Job title | Senior Communications Officer Media and Engagement 2021 |
| Reporting to | Manager – Communications and Engagement |
| Classification level | RA 4A |
| Salary range | \$70 - \$85,000 per annum plus superannuation |
| Term | Full-time fixed contract until 30 June 2023 |
| Location | Canberra or Sydney |

ORGANISATIONAL OVERVIEW

Reconciliation Australia is an independent, national, not-for-profit organisation promoting and facilitating reconciliation by building relationships, respect and trust between the wider Australian community and Aboriginal and Torres Strait Islander peoples. Our vision is for a just, equitable and reconciled Australia.

ROLE

The Senior Communications Officer Media and Engagement makes a significant contribution to Reconciliation Australia's communications activities. This position will develop and manage execution of communications strategies, media liaison, stakeholder engagement, and building strong relationships with key stakeholders within and outside the organisation. This position will work under the direct supervision of the Manager, Communications and Engagement.

DUTIES

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| Communications and media | <ul style="list-style-type: none"> • Develop key messaging and strategic communications plans • Coordinate and provide responses to media enquiries, as needed including liaising with media and senior Reconciliation Australia spokespeople • Actively engage networks to promote stories and events relevant to Reconciliation Australia, including liaison with local and national media. • Provide reporting and analysis as requested or needed • Efficiently and accurately respond to, or direct email and phone enquiries from media, stakeholders, and the wider public. • Ensure that all published content meets Reconciliation Australia's standard and governance/policy guidelines. |
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| DUTIES | |
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| Stakeholder management | <ul style="list-style-type: none"> • Develop and maintain effective relationships with key stakeholders including Aboriginal and Torres Strait Islander people and organisations. • Work collaboratively with other areas of Reconciliation Australia to develop communications strategies as well as content and material to promote Reconciliation Australia. |
| Leadership | <ul style="list-style-type: none"> • In a fast-paced and demanding environment, promote a sound and supportive culture among team members. • Engage and manage relationships with high profile Indigenous leaders and stakeholders, and Aboriginal and Torres Strait Islander community organisation as relevant to this area of work. |
| Events and campaigns | <ul style="list-style-type: none"> • Contribute to RA events management and delivery as required, including media and stakeholder engagement events • Assist in the development and organisation of campaigns for events, displays and launches such as National Reconciliation Week and other RA events. |
| Other | <ul style="list-style-type: none"> • Undertake other tasks and communications roles related to the promotion of reconciliation as directed by the Manager, Communications and Engagement and the CEO. |

| SELECTION CRITERIA |
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| <p>Required:</p> <ol style="list-style-type: none"> 1. A demonstrated understanding of Aboriginal and Torres Strait Islander peoples, cultures and issues. 2. Demonstrated high-level written communication skills with the ability to communicate effectively and accurately to a broad range of audiences using a variety of media. 3. Demonstrated experience in developing and executing communications strategies, with a high attention to detail and to deadline. 4. Demonstrated skills in developing and working within communication strategies in a dynamically evolving environment. 5. Demonstrated ability to craft messaging and content to different audiences and within different communications vehicles. 6. Experience in establishing networks and engaging with media, journalists, and bloggers. 7. Familiarity with online content management principles including accessibility and useability. |

SELECTION CRITERIA

8. Demonstrated ability to work independently and as part of a team, displaying organisational and time management skills with high attention to detail.
9. Strong stakeholder management and liaison ability.
10. Ability to prioritise work and meet deadlines in a high performing environment.
11. Ability to work co-operatively in a team environment and collaboratively with other units at Reconciliation Australia.

Desirable:

1. An appreciation for the goals, or a willingness to learn of reconciliation between Aboriginal and Torres Strait Islander peoples and other Australians.
2. Degree in Communication and/or up to five years' work experience in the field.