

COMMUNICATIONS COORDINATOR

Role Specific

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| Reports to | CEO |
| FTE | 1.0 FTE |
| Location | Melbourne, VIC (Flexible) |
| Salary Range | \$95,000-\$100,000 per annum |

About National Indigenous Youth Education Coalition (NIYEC)

Values

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| NIYEC brings together Aboriginal and Torres Strait Islander young people, of different passions and experiences, to assert our Indigenous rights to education, and reclaim our learning systems. We work by convening new and diverse collectives to activate and test differences levers for systemic change in our learning ecosystem. Ultimately, we're committed to building new learning futures that centre Aboriginal and Torres Strait Islander self-determination, liberty and freedom. | <p>Cultures</p> <p>Country</p> <p>Community</p> <p>Agency</p> |
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Role Summary

The Communications Coordinator will lead and execute NIYEC's communication strategies, aligning all communication materials with our vision and engaging Indigenous young mob, communities, and key stakeholders. You will focus on driving NIYEC's storytelling approach across our learning ecosystem, ensuring that it resonates with diverse audiences, and applying a strategic design approach to support our program delivery. This role is perfect for a dynamic communicator with a passion for Indigenous advocacy, youth empowerment, and creative problem-solving.

Role Responsibilities

1. Strategic Communications Planning

- Design and implement a comprehensive communications and storytelling plan that aligns with NIYEC's goals while centering the voice and experiences of Aboriginal and Torres Strait Islander young people.
- Work with the NIYEC team to understand program goals and objectives, translating these into clear and compelling communication plans that reflect our vision and engage the community.

2. Engagement and Storytelling

- Develop and implement a strategic social media strategy to grow NIYEC's online presence, supported by the ongoing management of a structured content calendar.
- Prepare press releases, newsletters, articles and a range of written communications for NIYEC-owned channels, including web, social and stakeholder materials, that highlight the impact of NIYEC's programs and network.
- Work closely with the Digital Officer to develop, deliver and optimise engaging social media content for NIYEC's platforms.
- Create and lead interactive campaigns and multimedia content that foster engagement, build community, and promote awareness of NIYEC's initiatives.
- Brief and manage external creatives to support development of communication, design and production assets.
- Oversee visual assets, infographics, and campaign materials that enhance storytelling, build brand identity, and drive audience engagement.

3. Collaborative design and development

- Contribute unique ideas within multidisciplinary workshops & meetings
- Collaborate with youth-led groups and community stakeholders to co-design communication strategies and materials that reflect their experiences, values, and aspirations.
- Support the development of NIYEC reports and plans ensuring consistency with NIYEC voice, brand and audience.

4. Fundraising Campaigns and Donor Engagement

- Support the development and execution of fundraising strategies, including annual appeals, donor outreach, and digital fundraising campaigns.
- Track and analyse fundraising metrics to assess campaign effectiveness, identify areas for improvement, and adapt strategies to increase donor engagement and retention.

5. Strategic Analysis and Adaptation

- Use analytics and feedback to assess engagement, identify opportunities for improvement, and optimise content to increase reach and connection.
- Monitor communications performance across channels, using data to refine strategies and adapt content to better engage audiences and drive impact.
- Prepare reports that capture communications outcomes, challenges, and opportunities for strategic growth, informing NIYEC's leadership and supporters of impact



About you

You are a creative and strategic communicator with a passion for Indigenous advocacy, youth empowerment, and social justice. You bring a blend of communication and visual storytelling, allowing you to craft compelling narratives that resonate with diverse audiences. You excel at building relationships and are comfortable working collaboratively with Indigenous communities and youth-led groups, always centering their voices and perspectives.

With a keen eye for detail and an analytical approach, you adapt your strategies based on data insights. You're not only a storyteller but also a relationship builder, skilled at engaging supporters and inspiring others to take action in support of NIYEC's vision.

Key Selection Criteria

- **You are an Aboriginal and/or Torres Strait Islander** with a passion for education, social justice and working with young people.
- **Collaboration and teamwork** – ability to work with team members both in person, and remotely, on interconnected projects. Ability to work effectively with external partners and stakeholders.
- **Communication** – Ability to translate concepts and ideas to different audiences, excellent written and verbal communication skills.
- **Organisation and Project Delivery** – possess time management and organisational skills with ability to work to shifting priorities.
- **Values alignment** – interest in education, social justice and backing young people.

Desired Attributes

- Bachelor's degree in Communications, Marketing or a related field; relevant experience may be considered in place of formal education
- Experience working with Aboriginal and Torres Strait Islander young people and/or communities.
- Exceptional writing and editing skills, with the ability to create compelling messaging that inspires support.
- Experience in managing communication campaigns, including engaging with media.
- Experience using social media and digital marketing tools to build community, reach new audiences, and drive engagement.

