



**Aboriginal Peak
Organisations**
NORTHERN TERRITORY

Position description

Position	Communications manager
Salary	\$120,000 + salary packaging up to \$18,500 p.a. + superannuation + generous leave
FTE	Full time 38 hours per week
Location	Darwin, Northern Territory
Reports to	Chief executive officer

About APONT

The Aboriginal Peak Organisations of the Northern Territory Aboriginal Corporation ICN 10476 (APONT) is an alliance comprising the Aboriginal Medical Services Alliance NT (AMSANT), North Australian Aboriginal Justice Agency (NAAJA), Aboriginal Housing NT (AHNT), NT Indigenous Business Network (NTIBN), Central Land Council (CLC), Northern Land Council (NLC), Anindilyakwa Land Council (ALC) and Tiwi Land Council (TLC). The alliance was created to provide a more effective response to key issues affecting Aboriginal people in the Northern Territory, including through advocating practical policy solutions to government.

A key responsibility of APONT is to ensure the Commonwealth and Northern Territory governments are meeting their commitments to the closing the gap targets and priority reforms.

APONT is committed to:

- strengthening and establishing formal partnerships and shared decision-making
- building the Aboriginal and Torres Strait Islander community- controlled sector
- transforming government organisations so they work better for Aboriginal and Torres Strait Islander people
- improving and sharing access to data and information to enable Aboriginal and Torres Strait Islander communities to make informed decisions.

NTRAI

The Northern Territory Remote Aboriginal Investment (NTRAI) is a partnership between the Australian Government, the Northern Territory Government and APONT. It invests in stronger Aboriginal community control and better outcomes for remote Aboriginal communities.

Through the capacity building and sector strengthening (CBSS) grants program, administered by APONT, NTRAI supports Aboriginal community-controlled organisations (ACCOs) to strengthen their capability, deliver quality services and lead community-driven solutions that reflect local priorities and aspirations.

Position overview

The communications manager is responsible for developing and implementing APONT's communications strategy to strengthen the organisation's profile, promote its work, including the CBSS grants program, and engage members, stakeholders, partners, government, and the broader community.

The role leads the planning, creation, and delivery of clear, consistent, and engaging communications across multiple platforms while protecting and enhancing APONT's reputation. The communications manager works collaboratively across APONT to ensure communications support strategic objectives, advocacy initiatives, events, projects, and member engagement.

Duties

Strategic communications

1. Develop and implement comprehensive communication strategies aligned with APONT's goals.
2. Create and maintain messaging frameworks and communication plans for the capacity building and sector strengthening (CBSS) grants program.
3. Ensure consistency in brand across all communication channels.
4. Ensure all communication materials comply with APONT brand guidelines and are culturally appropriate.

Strategic advocacy

5. Represent APONT in high-level forums, working groups, and consultations.
6. Influence government decision-making through targeted advocacy strategies.
7. Build coalitions to strengthen sector-wide policy positions.

Content development

8. Produce high-quality written content including press releases, newsletters, speeches, website copy, reports, and executive communications for the CBSS grants program.
9. Develop practical tools for applicants, grant recipients and program teams for the CBSS grant program.
10. Manage the editorial calendar and oversee content production.
11. Review and edit communications to ensure clarity, accuracy, and alignment with APONT brand and NTRAI standards.

Media and public relations

12. Build and maintain relationships with media, industry partners and external stakeholders, including APONT members and Aboriginal community controlled organisations in the Northern Territory.
13. Coordinate media inquiries and prepare spokespersons for interviews.
14. Identify opportunities to increase positive media coverage and brand visibility.

Communications

15. Oversee APONT's website and digital communication channels.
16. Develop and manage social media content and campaigns.
17. Monitor engagements and communication material for the capacity building and sector strengthening (CBSS) grants program and recommend improvements.
18. Develop communication initiatives that keep staff informed and engaged.
19. Support organisational change initiatives through effective communication planning.
20. Promote APONT culture and strategic priorities.

Other duties

21. Other duties as directed.

Selection criteria essential

1. An in-depth knowledge and understanding of contemporary Aboriginal and Torres Strait Islander political, cultural and economic issues facing Aboriginal people and communities in the Northern Territory.
2. Demonstrated experience in communications, publications or stakeholder engagement.
3. Strong writing, editing and digital content skills, with experience creating practical resources for diverse audiences.
4. Demonstrated skills in reporting, data collection or outcomes measurement.
5. Proven adaptability and flexibility to work constructively with a diverse team of staff and meet deadlines without supervision.
6. Ability to quickly identify and understand issues and think strategically to find innovative solutions and effectively balance competing priorities and deadlines
7. Availability to travel to remote communities, if required.
8. Ability to obtain and maintain a satisfactory working with children clearance (ochre card).
9. A current Northern Territory 'C' class drivers licence.

Selection criteria desirable

1. Understanding of the national agreement on closing the gap and the Northern Territory remote Aboriginal investment program.
2. Knowledge of policies, programs and processes of government, government departments and authorities as they relate to Aboriginal people in the Northern Territory.
3. Relevant qualifications or equivalent experience in communications, policy, community development, journalism or marketing.

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