

Position Description

Communications and Engagement Coordinator

Music NT • Darwin, NT

Role Overview

Role Title	Communications and Engagement Coordinator
Organisation	Music NT (Music NT Association Inc.) is the Northern Territory's peak music industry body. We exist to support the growth and development of original contemporary music in the NT - representing, developing, and servicing the Territory's original music industry with a particular focus on strengthening networks with national music industry representatives and regional and remote communities across the Territory.
Role Purpose	The Communications and Engagement Coordinator leads MusicNT's communications, content creation, and stakeholder engagement activities. The role presents MusicNT and its programs in ways that build reputation, grow membership, and deepen connection with artists, communities, and the broader music industry - locally, nationally, and internationally.
Employment Type	0.6 - 0.8 FTE (flexible, by negotiation). Ongoing contract with a three-month probationary period. Flexible working arrangements available, including around how the four days are structured.
Classification	SCHADS Award (MA000100) - Social and Community Services Employee, Level 3 <i>Salary offered within the Level 3 band will be commensurate with qualifications and experience.</i>
Salary	SCHADS Award Level 3: \$80,008 – \$85,800 per annum (full-time equivalent) + 12% superannuation. (0.6 - 0.8 FTE pro rata)The applicable pay point will be determined based on qualifications and experience.
Reports To	Operations Manager
Direct Reports	Contractors as required
Indirect Reports	Trainees, volunteers, and students
External Relationships	Media contacts, graphic designers, printers, artists, sponsors, members, peak bodies, and key industry and community stakeholders

Key Results Areas

Key Result Area	Key Tasks
Brand & Content Strategy	• Develop and manage a content calendar across MusicNT's social media, website, e-newsletter, and publications. • Maintain MusicNT's website (CMS), ensuring all content is current, accessible, and on-brand. • Produce engaging digital content - copy, imagery, and short-form video - for diverse audiences including remote and First Nations communities. • Implement and maintain MusicNT's branding guidelines across all communications outputs. • Monitor, analyse, and report on digital engagement metrics to inform strategy.

External Communications & Media	• Build awareness of MusicNT and the NT music industry with local, national, and international audiences. • Draft and distribute media releases, media alerts, and editorial content. • Develop targeted communications strategies for MusicNT's programs, campaigns, and events. • Represent MusicNT with media, sponsors, and industry stakeholders as directed. • Design and deliver communications targeted at people from diverse cultural backgrounds, including remote and First Nations communities.
Stakeholder & Member Engagement	• Maintain and grow MusicNT's membership base through targeted outreach and engagement communications. • Gather and synthesise stakeholder feedback and engagement data; present findings to the team for planning and reporting purposes. • Maintain an up-to-date stakeholder CRM and contact database. • Actively drive participation in MusicNT events, programs, skills development workshops and initiatives. • Build and maintain effective relationships with members, artists, industry partners, sponsors, and community stakeholders.
Program & Event Communications	• Develop and deliver communications and marketing support for MusicNT programs and events as directed by the Operations Manager or Executive Director. • Coordinate with program staff to capture stories, outcomes, and participant voices for promotion and reporting. • Coordinate production of promotional materials in partnership with graphic designers, printers, and other suppliers. • Identify and recommend improvements to event promotion and audience engagement approaches.
Internal Communications	• Champion and deliver internal communications strategies and initiatives as directed, including implementation and monitoring of branding guidelines. • Contribute to organisational planning, reporting, and content for grant applications and accountability frameworks. • Support compliance with MusicNT's policies, including privacy, data handling, and document management.
Collaboration & Team	• Build effective working relationships with team members and contribute to a positive, inclusive team culture. • Share relevant information freely and support colleagues across program and operational activities. • Demonstrate respect for people from diverse cultural backgrounds, including First Nations communities. • Contribute to MusicNT's commitment to reconciliation and culturally safe practice.

Person Specification

Classification Indicators - SCHADS Level 3 (SACS Stream)

- Applies operational knowledge, specialised skills, and practical experience to complete work tasks under general direction and standard supervision.
- Exercises judgment and initiative within established procedures, program guidelines, and clear organizational boundaries.
- Applies organisational policies, sector standards, and direct guidance to routine and moderately varied work assignments.

- Has relevant expertise developed through an Associate Diploma / Advanced Certificate, relevant certificate-level training with experience, or a relevant tertiary degree (3-year or 4-year degree entry point).

Qualifications

A degree in communications, marketing, media, public relations, or a related field with subsequent relevant experience; or an equivalent combination of relevant experience and training sufficient to demonstrate the competencies required for the role.

Experience - Essential

- Demonstrated experience in communications, marketing, public relations, or a closely related field
- Experience developing and managing content across digital channels, including social media platforms, websites, and e-newsletters
- Experience engaging diverse stakeholders, including people from culturally and linguistically diverse backgrounds
- Demonstrated ability to work autonomously, manage competing priorities, and deliver quality outputs in a small-team environment

Experience - Desirable

- Experience working in the arts, music, creative, or community sectors
- Experience communicating with or working alongside First Nations communities
- Experience working in regional, remote, or cross-cultural settings, particularly in the Northern Territory
- Experience with membership-based organisations or peak industry bodies

Skills & Knowledge

- Strong written and verbal communication skills across multiple formats and audiences (media, social, web, reports, promotional)
- Proficiency in social media management and digital content creation, including basic photography and short-form video
- Working knowledge of website content management systems (CMS)
- Understanding of brand management and visual communication principles
- Ability to communicate effectively with people from diverse cultural backgrounds, including remote and First Nations communities
- Established networks, or the ability to establish networks, in the music, arts, or creative industries
- Basic graphic design proficiency (e.g. Canva, Adobe Creative Suite) - desirable
- Proficiency in standard office and collaboration tools (Microsoft Office, Google Workspace or equivalent)

Personal Attributes

- Creative thinker with a genuine interest in music and culture
- Self-motivated and outcomes-focused, with a track record of following through on commitments
- Collaborative team player who shares information openly and builds positive working relationships
- Culturally aware and respectful, with a commitment to working in ways that are inclusive and responsive to community needs
- Adaptable and comfortable working in a dynamic, fast-moving small organisation

How to Apply

If, after reading this Position Description and visiting our website, you have further questions about the role, please contact MusicNT at info@musicnt.com.au.

Applications must be submitted by email to info@musicnt.com.au by 5:00 pm on 25 September 2026.

Your application should include:

- A cover letter introducing yourself and your interest in the role (maximum two pages)
- A written response addressing the Key Results Areas (maximum four pages)
- Your current CV, including the names and contact details of two professional referees

Shortlisting and interviews will occur following the close of applications. Applicants will be notified by email if they progress to interview.

MusicNT is committed to diversity and strongly encourages applications from First Nations people, people with lived experience of remote communities, and candidates from all cultural backgrounds.