



**Coalition
of Peaks**

ASSISTANT DIRECTOR, MEDIA AND COMMUNICATIONS POSITION DESCRIPTION

Position Title	Assistant Director, Media and Communications
Team, Portfolio	Office of the Executive
Reports to	Director, Office of the Executive
Location	This position is primarily office-based at Level 4, East Building, 2 Constitution Avenue, Canberra City ACT 2601. Travel to other parts of Australia may be required from time to time.
Positions that report to this role	Up to 2
Pre-employment requirements	Working with Vulnerable People Clearance and Police Check

THE ORGANISATION

The Coalition of Peaks is a representative body of more than 80 Aboriginal and Torres Strait Islander community controlled peak organisations and members who have come together to Close the Gap, in partnership with Australian governments.

We share a belief that Aboriginal and Torres Strait Islander people should have a meaningful say on policies and programs related to Closing the Gap through formal partnerships with Australian governments at all levels.

The Policy and Secretariat Team supports the work of the Coalition of Peaks, providing high level and comprehensive policy and strategic advice to Peaks Members, to support the implementation and monitoring of actions in the National Agreement on Closing the Gap.

As an Aboriginal and Torres Strait Islander Community Controlled Organisation, the Coalition of Peaks is committed to growing and supporting the Aboriginal and Torres Strait Islander workforce in our sector.

We strongly encourage any Aboriginal and Torres Strait Islander people to apply for our roles.

The Coalition of Peaks values Aboriginal and Torres Strait Islander ways of being, doing and knowing as core skills to fulfill the duties and responsibilities of all positions in our organisation.

THE ROLE

The Assistant Director, Media and Communications is responsible for delivering high-impact external communications through developing and delivering the Coalition of Peaks' communications strategy and overseeing the production of all organisational communications on behalf of the organisation.

Reporting to the Director, Office of the Executive, the Assistant Director will work collaboratively with colleagues across the organisation and externally with media, member organisations, government stakeholders, and partners.

The Assistant Director, Media and Communications will be expected to have strong strategic thinking, written communication and analytical skills to respond to media and communications requests to promote the work and key messages of the Coalition of Peaks and its members as well as the impact of, the National Agreement on Closing the Gap.

KEY DUTIES

The main duties include:

- Develop and implement media and communications strategies aligned with the Coalition of Peaks strategic priorities and objectives
- Provide high quality, evidence-based advice and guidance on strategic communications opportunities and risks to organisational leadership as required.
- Lead proactive media engagement and issues management, to generate positive print, digital and social media coverage for the organisation and its members.
- Manage relationships with media contacts.
- Develop high-quality media, editorial and campaign content, including media releases, social media posts, articles, newsletters, talking points, and digital content.
- Coordinate the development of flagship publications including the Annual Report and Implementation Plan in collaboration with other Coalition of Peaks teams.
- Provide media and communications support on key internal and external Coalition of Peaks events, such as media liaison and drafting key messages, speaking points, supporting materials and media collateral.
- Maintain and update website editorial content, maintaining accuracy, consistency, and alignment with the Coalition of Peaks' messaging and strategic priorities. In addition, maintain social media channels and any other public material to support its currency.
- Track and analyse media coverage and campaign performance, using data and insights to inform continuous improvement.
- Evaluate communications effectiveness through media monitoring, social analytics, and stakeholder feedback, and apply insights to refine strategies.
- Contribute to a culturally safe, inclusive, and high-performing team culture that reflects the values and aspirations of the Coalition of Peaks.
- Build and maintain strong, effective relationships with a wide range of nationally dispersed stakeholders.
- Completing regular supervision, annual work plans and annual performance review for all direct reports.
- Performing other duties as requested, consistent with the position.

EXPECTED BEHAVIOURS

- Supporting the positive cohesion of the Policy and Secretariat Team.
- Demonstrating leadership through their own behaviour, and their expectations of others behaviour, to maintain our high standard of service delivery for Aboriginal and Torres Strait Islander peoples.
- Complying with all organisational policies and procedures, and work, health and safety requirements.
- Demonstrated high level of integrity, judgement and discretion.

VALUES AND CAPABILITIES

- Strategic, creative thinker with strong analytical skills
- Collaborative and respectful team member
- Strong attention to detail and follow-through
- Open, honest, and culturally safe communicator
- Self-motivated, organised, and outcomes-focused
- Calm under pressure and adaptable in dynamic environment

SELECTION CRITERIA

- Highly developed cultural acumen, including a deep understanding of issues affecting Aboriginal and Torres Strait Islander peoples and communities.
- Demonstrated understanding of the National Agreement on Closing the Gap and its implementation.
- Extensive experience in senior communications roles, ideally within Aboriginal affairs, government, advocacy or the not-for-profit sector.
- Demonstrated ability to design and implement strategic communications and media plans, aligned with policy and advocacy goals.
- Proven expertise in media relations and storytelling, including developing strong pitches and managing issues and crises.
- Exceptional writing and content development skills across multiple formats and platforms.
- Strong political and media awareness, with sound judgement, initiative and the ability to translate complex issues into clear messaging.
- Demonstrated project management skills, with a proven ability to manage competing priorities, tight deadlines, and multiple stakeholders.

- Ability to work collaboratively, lead workstreams, and contribute to a positive and strategic team culture.

ESSENTIAL

- Tertiary qualifications in communications, journalism, public policy, media, or a related discipline.
- Experience in Aboriginal and Torres Strait Islander affairs, government communications, or health and social policy is highly desirable.

CULTURAL ACUMEN

All staff are expected to continuously develop their cultural knowledge and embed culturally safe practices, with a commitment to the principles of self-determination, truth-telling and community control.

LEADERSHIP

All Coalition of Peaks staff are expected to demonstrate leadership through their behaviour, decisions and relationships, and uphold our shared vision for a future led by Aboriginal and Torres Strait Islander people, in partnership with governments.

HOW TO APPLY

To apply please submit:

- A current CV highlighting your experience and qualifications, including details of at least two referees;
- A one-to-two-page pitch demonstrating why you are the right person for the position; and
- An example of a portfolio of your work.