



NATSIEC Senior Communications and Media Officer

Authorised by: NATSIEC Chief Executive Officer

POSITIONS DETAILS

Location:	Flexible/ remote
Department:	Office of the CEO
Reports to:	Lead, Executive Operations and Governance
Direct reports:	0
Classification:	SCHADS Level 6
Salary:	\$115,339–\$120,437 plus superannuation
Employment:	Full-time, ongoing
Hours:	38 hours per week, with flexible working arrangements and occasional out-of-hours work and interstate travel as required

ABOUT THE ORGANISATION

The National Aboriginal and Torres Strait Islander Education Corporation (NATSIEC) is the national peak body for Aboriginal and Torres Strait Islander education.

NATSIEC builds on more than 40 years of collective leadership and engagement by state and territory Indigenous Education Consultative Bodies, also known in some jurisdictions as Aboriginal Education Consultative Groups.

Established in 2023, NATSIEC provides an independent, community-controlled national voice on Aboriginal and Torres Strait Islander education and training. We provide advice and advocacy to governments, ministers, education systems and other decisionmakers, and work with communities and our member organisations to influence national education reform.

Our work spans lifelong learning, including early childhood education and care, schooling, vocational education and training, and higher education.

ABOUT THE ROLE

The Senior Communications and Media Officer supports NATSIEC to communicate clearly, strategically and consistently with Aboriginal and Torres Strait Islander communities, governments, the education sector, media and the broader public.

The role works across NATSIEC to translate policy, advocacy, research, consultation and organisational priorities into effective public communications.

The Senior Communications and Media Officer is responsible for coordinating and delivering NATSIEC's communications activities, managing its digital and media presence, identifying communications opportunities and risks, and providing practical communications advice to the CEO and senior staff.



This is a hands-on role requiring strong judgement, excellent writing skills, initiative and the ability to work confidently in a fast-moving national policy and advocacy environment.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

Communications planning

- Develop, implement and monitor NATSIEC's communications plan, aligned with the organisation's strategic priorities, advocacy positions and workplan.
- Work across NATSIEC teams to identify communications priorities, audiences, key messages, opportunities and appropriate channels.
- Maintain an organisational 'communications and content' calendar.
- Coordinate communications activity across major projects, consultations, reports, campaigns, events and initiatives.
- Provide practical communications advice to the CEO, senior staff and project leads.
- Support the development and consistent use of NATSIEC's organisational voice, messaging and brand.

Media and issues management

- Coordinate NATSIEC's media engagement and day-to-day media activity.
- Build and maintain relationships with Aboriginal and Torres Strait Islander media, education media, mainstream media and relevant journalists and commentators.
- Identify proactive media opportunities that support NATSIEC's advocacy and organisational priorities.
- Draft media releases, media statements, talking points, key messages, opinion pieces, speeches and other media materials for approval.
- Coordinate responses to media enquiries and support NATSIEC spokespeople with media preparation where required.
- Monitor media, public commentary and emerging issues relevant to NATSIEC's work.
- Alert the CEO and relevant senior staff to emerging communications risks and opportunities and provide advice on appropriate responses.
- Support communications responses during significant or sensitive issues.

Digital communications and content

- Manage NATSIEC's social media channels and digital communications.
- Develop high-quality written, visual and multimedia content appropriate to different audiences and platforms.
- Maintain NATSIEC's website and ensure information is current, accessible and user-friendly.



- Manage NATSIEC's email communications and campaign platforms.
- Work with teams across NATSIEC to communicate projects, policy work, consultations, research and advocacy clearly and accurately.
- Develop stories that demonstrate the impact of NATSIEC's work, drawing on evidence and information provided by relevant staff.
- Coordinate external designers, photographers, videographers or other communications suppliers where required.

Member, stakeholder and public communications

- Work with NATSIEC member organisations to identify opportunities for coordinated and shared communications.
- Support communications with Aboriginal and Torres Strait Islander communities, stakeholders, government, education organisations and sector partners.
- Support communications associated with consultations, forums, events, launches and other public-facing activity.
- Ensure communications reflect appropriate cultural protocols, attribution, consent and cultural authority.
- Privilege respectful and appropriate representation of Aboriginal and Torres Strait Islander peoples, communities, knowledge and experiences across NATSIEC communications.

Brand and quality assurance

- Support the consistent application of NATSIEC's brand, visual identity, tone and editorial standards.
- Provide editing, proofreading and quality assurance for major organisational publications and external communications.
- Maintain templates and communications resources that support consistent organisational presentation.
- Work with staff and external suppliers to ensure communications materials meet accessibility and quality requirements.

Monitoring and evaluation

- Monitor the performance of NATSIEC's communications channels and activities.
- Maintain relevant communications analytics and performance data.
- Report on reach, engagement, media coverage and other agreed communications measures.
- Use communications data and feedback to inform continuous improvement.
- Contribute communications content to organisational reporting and impact reporting, working with relevant staff responsible for evaluation and evidence.

Corporate and organisational responsibilities



- Work collaboratively with the NATSIEC Secretariat, CEO and Board.
- Contribute actively to organisational planning and team activities.
- Maintain confidentiality and exercise sound judgement when working with sensitive information.
- Comply with NATSIEC policies, procedures and Code of Conduct.
- Contribute to a culturally safe, respectful and accountable workplace.
- Participate in professional development and continuous improvement activities.
- Undertake other duties reasonably required within the scope and classification of the position.

PERSON SPECIFICATION

The filling of this position is intended to constitute a special/equal opportunity measure under section 8(1) of the *Racial Discrimination Act 1975* (Cth). The position is therefore only open to Aboriginal and Torres Strait Islander applicants.

The successful applicant will have:

- Demonstrated experience working in communications, media, journalism, public relations, campaigns or a related field.
- Demonstrated ability to develop, implement and monitor communications plans and campaigns.
- Excellent written communication and editing skills, including the ability to write clear and compelling material for different audiences and platforms.
- Experience drafting media releases, statements, talking points and other media materials.
- Experience managing organisational social media, websites and other digital communications channels.
- Demonstrated ability to identify media opportunities and manage relationships with media and other external stakeholders.
- Strong judgement and the ability to manage communications involving sensitive, contested or fast-moving issues.
- Demonstrated knowledge and understanding of Aboriginal and Torres Strait Islander communities, cultures, organisations and contemporary issues.
- Demonstrated ability to work respectfully and effectively with Aboriginal and Torres Strait Islander communities and organisations.
- Strong organisational and project coordination skills, including the ability to manage competing priorities and deadlines.
- Ability to work independently, exercise initiative and collaborate effectively within a small national team.
- Experience using relevant communications and digital tools, which may include Microsoft 365, Adobe Creative Suite, Canva, content management systems, email marketing platforms and social media management tools.



Desirable

- Experience working in an Aboriginal and Torres Strait Islander community-controlled organisation, peak body, advocacy organisation or similar environment.
- Knowledge of Aboriginal and Torres Strait Islander education and training policy.
- Understanding of Commonwealth and state and territory government environments.
- Existing relationships across Aboriginal and Torres Strait Islander, education or mainstream media.
- Experience with media monitoring, analytics or communications evaluation.
- Experience using customer relationship management systems.
- Relevant tertiary qualifications in communications, media, journalism, marketing, public relations or a related discipline, or equivalent professional experience.

Pre-employment requirements

The successful applicant will be required to:

- hold or obtain the relevant Working with Children or Working with Vulnerable People clearance for their jurisdiction
- undertake a National Police Check if required by NATSIEC
- hold a current driver's licence
- have the right to work in Australia
- be willing and able to travel interstate when required
- undertake reference checks.

KEY RELATIONSHIPS

Internal

- Chief Executive Officer
- Lead, Executive Operations and Governance
- Deputy CEO and senior staff
- NATSIEC staff
- NATSIEC Chair and Board

External

- NATSIEC member and associate member organisations
- Indigenous Education Consultative Bodies and Aboriginal Education Consultative Groups
- Aboriginal and Torres Strait Islander communities and organisations
- Aboriginal and Torres Strait Islander media
- Education and mainstream media
- Australian Government and state and territory government agencies
- Coalition of Peaks and other national peak bodies



- Education sector organisations and partners
- Communications consultants, contractors and suppliers

Acknowledgement

I..... acknowledge that I have been given a copy of this
Position Description and that I have read and understand it.

Signed.....
(Employee)

Date ____/____/____

Signed.....
(Manager)

Date ____/____/____