SENIOR OFFICER, MEDIA AND COMMUNICATIONS

POSITION DESCRIPTION

Position Title	Senior Officer, 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	Nil
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.

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 National Coalition of Peaks Policy and Secretariat 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 Partnership Agreement and National Agreement on Closing the Gap.

Within the National Secretariat, the Office of the Executive is responsible for managing and supporting the corporate and executive functions of the Secretariat, including

finances, coordination of office and business activities, supporting the Peaks Members to come together for meetings, and being the professional face through communications for the Coalition of Peaks as an entity.

The Senior Officer, Media and Communications works directly to the Assistant Director, Media and Communications who is responsible for the development and implementation of strategic communications plans and, work together to deliver communications on behalf of the Coalition of Peaks and broadly promotes the National Agreement of Closing the Gap.

The Senior Officer, Media and Communications is responsible for supporting the development and implementation of strategic communications plans and the broad promotion of the National Agreement of Closing the Gap.

In addition, the Senior Officer will be expected to support responding to media exposure and requests in a timely and strategic way that further engages and/or promotes the work of the Coalition of Peaks and the National Agreement, builds a strong narrative so that the Coalition of Peaks position is clear.

In this role you will:

- Work on the implementation of communications strategies and activities.
- Work with the Assistant Director, Media and Communications to provide communications advice and support to the wider team.
- Implementation of a social media strategy, including social media channels, website, newsletters, and public material.
- Support leveraging key events including the development of media releases, talking points, supporting materials, media liaison, and media collateral.
- Build and maintain strong, effective relationships with a wide range of nationally dispersed stakeholders.
- Develop high-quality, accurate communication materials, including writing copy, editing, proofreading.
- Supporting the promoting, enhancement, and representation of the Coalition of Peaks through effective media and stakeholder relations.
- Contribute to Coalition of Peaks priorities and objectives as required.

KEY DUTIES

The main duties include:

- Support the development of and delivery of media and communications strategies aligned with the Coalition of Peaks strategic priorities and objectives
- Work with the Assistant Director, Media and Communications to provide high quality, evidence-based advice and guidance on strategic communications opportunities and risks to organisational leadership as required.

- Support the delivery of proactive media engagement and issues management, to generate positive print, digital and social media coverage for the organisation and its members.
- Foster 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.
- Support coordination of 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 for key internal and external Coalition of Peaks events, including media liaison and drafting key messages, talking 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.
- Support the tracking and analysis of media coverage and campaign performance, using data and insights to inform continuous improvement.
- Support evaluations of 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.
- Performing other duties as requested, consistent with the position.

EXPECTED BEHAVIOURS

- Supporting the positive cohesion of the National Coalition of Peaks Policy and Secretariat.
- 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.
- Demonstrated 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.
- 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, marketing, public relations, journalism, change management or a related field, or equivalent professional experience (minimum 3 years' experience).
- Demonstrated experience working with online publishing tools and experience working in print or online media/social media platforms.
- 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.