



## Position Description

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<b>Position Title:</b>	<b>Communications Officer</b>
Location:	Alice Springs – with travel to Communities around Alice Springs
Tenure:	Full Time – 8 month fixed term contract
Classification:	First Nations preferred position SCHCADS Modern Award, Level 5

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### Background

Children's Ground is a whole of community, whole of life approach, designed in Australia with First Nations peoples. Children's Ground works with a community over the course of a generation, led by local expertise, vision and intelligence. Together, we create and deliver an integrated system that is centred on learning, development and wellbeing that responds to the child and their family through the key transition points from pre-birth to young adulthood. Our approach recognises the cultural, social, and economic strength of communities and builds on this to equip children for opportunities locally, nationally, and globally.

This is about education, health, culture, community, and economic wellbeing. It is not the way that many would be used to working. It is designed for a cultural and community context. It is about **working with** communities and ensuring their voice and knowledge and culture is privileged.

We are working in Central Australia and the Top End of the Northern Territory, with a shared central office based in Melbourne, supporting the work of people on the ground.

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### Position Summary

This position will work- closely with the Director Partnerships, Investment & Communications (PIC) and teams on the ground in CA and in a limited capacity the TE, to develop local content for social media and other communications avenues (e.g., Short films, audio, newsletters etc) supporting the telling of the Children's Ground story, while promoting various campaigns and supporting the fundraising arm of the Organisation. The position will also, through images, film, audio, and written content document the work of Children's Ground, staff, and families.

Currently it is expected that half of the time over the first 6 months will be spent working on a COVID campaign; producing stories, messaging, information, and prevention resources for sharing across the community.

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## Key Relationships

Reports to:	Communications Coordinator – Shared Office with a dotted line to the Regional Directors of Central Australia and the Top End
Key Internal liaison:	CEO, Director of Partnerships, Investment and Communications, Head of Fundraising, Office Managers, People & Culture, Staff.
Key External liaison:	Web designer, philanthropists, key donors, corporate organisations, local organisations, Federal, State and Local Governments.

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## Key Responsibilities

### Capturing local content for Children's Ground communications outputs

- Gather images, videos and written content from Children's Ground staff, community members and children to be used across various Communications functions including social media, newsletters, public reports and updates to funders and supporters
- Work with the Communications team (Melbourne Shared Office) to procure images, videos and written content from local Children's Ground staff, community members and children for specific campaigns e.g., fundraising, NAIDOC Week, Reconciliation Week, Invasion Day, Indigenous Literacy Day, etc
- Archive images and video content securely according to Children's Ground's digital storage systems

### Coordinate the COVID Communications Function:

Work with community to develop communications materials and resources related to COVID including:

- Elder's communication and engagement
- Development of a young people's communication campaign strategy prevention and vaccination of COVID
- Targeted communication strategy to challenge key conspiracy theories and anti-vaccine rhetoric that cause genuine fear within communities
- Create content by community, for community for targeted social media campaigns that are distributed through community social media pathways
- Communication to ensure social media avenues have access to accurate community trusted information sources that people can relate to.

### Supporting development of Media/Communications literacy amongst community

- Ensure media permission forms are signed by all families engaging with Children's Ground, and that conversations about publishing of media are consistently revisited
- Support upskilling of local staff, community, and young people to be involved in capturing the content for Children's Ground communications outputs

- Encourage children and young people to share their stories, opinions, and ideas for contribution to Children's Ground communications outputs
- Support staff to use Children's Ground's digital storage systems

### **Media support and training**

- Work alongside the Communications team (Melbourne Shared Office) to support local staff to contribute to media opportunities both locally and nationally
- Provide media training for local staff to develop skills and confidence in speaking to the media
- Upskill interested staff in using digital media including basic recording and editing functions

### **Operational systems and standards**

- Understand and abide by policies and procedures, and contribute to creation of new or updating of policies where needed
- Uphold the values of Children's Ground
- Ensure Children's Ground's duty of care to children and families is being met
- Support and enable a safe and supportive work environment
- Ensure the confidentiality of people's personal information is maintained

### **Relationships**

- Develop and maintain relationships with key partners, including local organisations
- Maintain strong joint working relationships across Children's Ground operations
- Represent Children's Ground in meetings as requested

### **Contribute to Children's Ground**

- Be a positive, innovative member of the Children's Ground - Central Australia team
- Contribute to strategic planning and policy formation around COVID-19
- Support a strong, connected, respectful and supportive organisation
- Participate in professional development programs offered by Children's Ground
- Undertake other tasks as requested to support the delivery of Children's Ground COVID-19 education and vaccination program.

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## **Key Selection Criteria**

### **Essential**

- Experience working in a similar role in media, communications, filmmaking, capturing digital content or community storytelling

- Experience and skills in photography, capturing video and audio, conducting interviews, and using all relevant equipment and media
- Excellent interpersonal and communication skills including written and verbal communication skills; able to communicate concepts and ideas to a variety of people in a variety of ways
- Demonstrated creative thinking and problem-solving skills
- Proven ability to work with initiative, flexibility and to a deadline
- Ability to facilitate the upskilling of others in digital media

**Desirable**

- Identify as a First Nations person
- Relevant tertiary training and qualifications in areas such as media, communications, film-making, digital storytelling
- Experience using software packages relevant to digital design, relationship management or similar