

## Position Description

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<b>Position Title</b>	First Nations Communication & Social Media Officer
<b>Location</b>	Ideally you will be based Alice Springs, Melbourne or Darwin are also an option with some travel to other CG locations as required
<b>Hours:</b>	Full time - 38 hrs per week
<b>Tenure:</b>	12 month fixed term contract
<b>Classification:</b>	SCHCADS Modern Award Level 4 - 5

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### Background

The Children's Ground Approach is a First Nations organisation designed by First Nations people. We are committed to systems change to ensure dignity, justice and equity for all children and families. Our work focuses on national reform as well as evidencing a new way of working. The Children's Ground Approach is a whole of community, whole of life approach. We partner 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.

We celebrate First Nations children and families and back their vision and talent to transform their communities from extreme stress and economic disadvantage to communities of opportunity and wellbeing.

Children's Ground operates in Central Australia and across the Top End, with support provided by a Melbourne-based Shared Services team.

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### Position Summary

This position works closely with the Cultural Governance Partnerships, Investment and Communications (PIC) Advisory Group, regional staff and the PIC team on building ongoing communications, social media and fundraising relationships by focusing on promoting the work of First Nations people and communities who lead Children's Ground through our content and social media channels.

As First Nations Communications and Social Media Officer, and member of the PIC team you will be responsible for content creation, social media engagement and creating opportunities to centre First Nations voices, perspectives and knowledge. You will contribute your own knowledge and lived experience to the ongoing development of the organisation.

The incumbent will:

- work as a team member in coordinating our efforts in communications and social media in an effort to promote a positive public image among Children's Ground audiences
- Support First Nations community to control and have agency over their representation

- Centre and elevate the voice of First Nations peoples within Children’s Ground
- Ensure Contribute to the preparation of publications and reports;
- contribute to the ongoing development and management of an organisation-wide communications calendar, and
- contribute to the development and implementation of the investment, fundraising and partnership strategy.

**This is an identified role for Aboriginal and/or Torres Strait Islander people.**

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### **Key Relationships**

Reports to:	<b>Communications Coordinator</b>
Key Internal liaison:	Cultural Governance CEO PIC Director and PIC team Shared Office directors and team members Regional Directors

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### **Key Responsibilities**

#### **1. Support the Communications Function:**

- With the PIC team, contribute and support the Communications Annual operational plan ensuring local First Nations people have agency and decision making over their representation and their voice, presenting opportunities and ensuring all policies and practices comply with this core principle
- Support the continual development and implementation of the digital strategy – website, digital fundraising and campaign activity, digital media storage, and social media presence
- With the CEO, Director of Research and Evaluation, PIC Director and Regional Directors, prepare materials for Children’s Ground for use in reporting, conferences, publications, digital media and print materials
- Support the development of opportunities for media and other communication outlets that promote the work of Children’s Ground
- With staff in each location, support the development of community led communications strategies
- Ensure the production of regular stakeholder communications
- Supporting organisation-wide e-communication material for Children’s Ground for use in reporting, conferences, publications, digital media and print materials
- Supporting Children’s Ground’s efforts to remain up-to-date and effective in its e-communication
- Following communication policies and procedures
- Other duties and additional tasks as directed.

**Social Media:**

- Supporting the development and implementation of the Children's Ground social media content strategy.
- Creating opportunities to centre First Nations voices, perspectives and knowledge across various social/digital media forums
- Establishing relationships with influencers / personalities who will help raise the profile of Children's Ground through social media platforms.
- Researching audience preferences and keeping across current social media trends
- Developing engaging social media content and copy through the lens of First Nations voice for social media platforms Facebook, Instagram, LinkedIn, Twitter and TikTok.
- Designing social media posts to sustain readers' curiosity and creating a profile around the work at Children's Ground
- Facilitating community management and responding to queries
- Reporting on social channel and content analytics and providing insights to the rest of the PIC team
- Supporting the Children's Ground Partnerships and Investment Strategy by suggesting new ways to attract prospective donors through our social media platforms.
- Creating social media content to support integrated fundraising campaigns.
- Increasing Children's Ground's social media audiences and reach and ensuring Children's Ground has an active and innovative presence on established and new social media outlets
- Monitoring Children's Ground's online reputation and posts
- Supporting the management of a content/image database
- Other duties and additional tasks as directed.

**Contribute to Children's Ground**

- Be a positive, innovative and active member of the Children's Ground team.
- Support a strong, connected, respectful and supportive organisation.
- Engage with local languages by learning basic words/phrases and using them in interactions with First Nations people.
- Participate in professional development programs offered by Children's Ground.

**Key Selection Criteria**

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**Essential:**

1. Demonstrated understanding and commitment to the rights and interests of First Nations Australians.
2. Relevant communication, social media and content management experience.
3. Demonstrated ability to deliver engaging content and social media engagement across multiple social media platforms.
4. Excellent interpersonal and communication skills including written and verbal communication skills.
5. Demonstrated ability to balance competing work priorities and work to tight timeframes and deadlines.

**Desirable:**

1. A digital communications or similar qualification.
  2. Familiarity with Windows and Apple operating systems, HTML, Microsoft Suite, Adobe Suite;
  3. Familiarity with website content management systems.
  4. Basic graphic design skills for creating social media assets.
  5. Experience in social media and lead generation campaigns.
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