

Position Description

Position Title	Communication & Media Officer (First Nations identified)
Location	Based Alice Springs, with some travel to other CG locations as required
Hours:	Part Time 0.6 (3 days per week)
Tenure:	Fixed Term 12 months contract
Classification:	SCHCADS Modern Award Level 5

Background

Children's Ground is a First Nations organisation. 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, designed by First Nations people. 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.

Position Summary

Based in Central Australia, this position will work within the Partnerships, Investment and Communications (PIC) team and be responsible for content creation, social media engagement and creating opportunities to centre First Nations voices, perspectives and knowledge through media sources and publications. 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 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
- Mentor other team members in the collection of content for social media, publication etc.
- Contribute to the preparation of publications and reports
- Contribute to the development and implementation of the investment, fundraising and partnership strategy.

Key Relationships

Reports to:	Director – Central Australia
Key Internal liaison:	Communications Coordinator (Melbourne based)
	Cultural Governance
	CA team
	CEO
	PIC team (Melbourne based)

Key Responsibilities

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 including video content
- With staff in each location and in line with the broader organisational strategy, support the development of community led communications strategies
- Follow communication policies and procedures

Media:

- Support the development and implementation of the Children’s Ground social media content strategy
- Create opportunities to centre First Nations voices, perspectives and knowledge across various social/digital media forums
- Utilise Children’s Ground historical digital files to create content
- Mentor CA staff in use of digital media through content capture and editing
- Social media content creation
- Create visual and video content to support integrated fundraising campaigns.
- Support 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.
 - Other duties and additional tasks as directed.
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Work Health and Safety

This role will require working regularly in outdoor conditions, in extreme heat during the summer, sitting, standing, carrying objects up to 15 kg and moving around in outdoor settings, including getting in and out of motor vehicles and remote location work.

Key Selection Criteria

Essential:

1. Aboriginal/First Nations identified
2. Demonstrated understanding and commitment to the rights and interests of First Nations Australians.
3. Relevant communication, social media and content management experience.
4. Demonstrated ability to deliver engaging content and social media engagement across multiple social media platforms.
5. Excellent interpersonal and communication skills including written and verbal communication skills.
6. 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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