



SNAICC
National Voice for our Children
Aboriginal and Torres Strait Islander Corporation
Suite 8, First Floor,
252-260 St Georges Road
North Fitzroy VIC 3068

Position Description

Job Title:	SNAICC Communications Coordinator
Reporting To:	SNAICC Deputy CEO
Contract Period	12 months, full-time, with the possibility of permanent employment, subject to funding
Terms and Conditions:	<ul style="list-style-type: none"> • Full-time position based at the SNAICC office, North Fitzroy, Melbourne • Salary range \$70,000-\$80,000 depending on experience, plus 9.5% superannuation • SNAICC also offers Salary Packaging (\$15,900 tax free salary component and additional meals, entertainment, accommodation and venue hire) • All SNAICC positions are subject to funding

Overview of role

- Manages all internal and external communications and marketing strategies to drive media and sector engagement, organisational membership, branding and awareness to advance the needs, rights and aspiration of Aboriginal and Torres Strait Islander children.
- Leads proactive and reactive media engagement for both SNAICC and the Family Matters Campaign, working with high profile spokespeople across the country. This includes managing the SNAICC digital strategy across multiple social media platforms and websites.
- Develops all communications tools and materials, including newsletters, annual reports, eBulletins and other marketing collateral.
- Manages the planning and execution of National Aboriginal and Torres Strait Islander Children's Day, including event and resource management, stakeholder engagement and extensive community stakeholder management.

SNAICC strongly encourages Aboriginal and Torres Strait Islander people to apply

Organisational Context

Formally established in 1981, *SNAICC – National Voice for our Children* is the national non-government peak body in Australia for Aboriginal and Torres Strait Islander children. SNAICC works for the fulfilment of the rights of our children, in particular to ensure their safety, development and well-being. SNAICC provides a strong voice that promotes the rights, needs and aspirations of Aboriginal and Torres Strait Islander children.

SNAICC is governed by a Board of Directors of Aboriginal and Torres Strait Islander leaders from the child safety, development and well-being sectors.

SNAICC provides key roles on behalf of Aboriginal and Torres Strait

	<p>Islander children and their families including:</p> <ul style="list-style-type: none"> • Research and policy development, with high-level leadership, policy papers and sector representation • Training and resource design, development and delivery including topics such as early childhood development, family violence, partnerships, family support, trauma and cultural competency • Resource development, communications and publications, and • Support for sector development and networking.
Operational Background	<ul style="list-style-type: none"> • The SNAICC Communications Coordinator is a full-time position based at SNAICC's office, North Fitzroy, Melbourne. • All positions at SNAICC are subject to ongoing funding. • All SNAICC staff are subject to an initial six-month probationary period.
Reporting Relationships	<ul style="list-style-type: none"> • The SNAICC Communications Coordinator is supported by and reports to the SNAICC Deputy CEO. • The SNAICC Communications Coordinator manages the Communications Officer, the Communications Assistant and Communications Internships.
SNAICC Funding	<ul style="list-style-type: none"> • SNAICC is primarily government funded. • SNAICC also receives income from non-government philanthropic and partner organisations for different projects.
Organisation Operations	<ul style="list-style-type: none"> • The nature of SNAICC is team-oriented and all staff are expected to take a collaborative approach to assist with performing major tasks. • SNAICC staff members must also take specific responsibility for their work priorities to ensure tasks are completed. • Building cooperation between staff and the SNAICC Board of Directors is crucial to the ongoing achievement of SNAICC priorities. All staff are expected to contribute to this form of team development.
Key Duties	<ul style="list-style-type: none"> • Lead the implementation, and monitoring of organisational communications, membership, digital and marketing strategies. • Manage SNAICC public relations and media engagement, building and maintaining strong relationships with key sector and major metro journalists and publications. • Identify emerging issues in the media – both threats and opportunities and respond to protect/promote the activities and aims of SNAICC and member organisations. • Coordinate SNAICC's communication tools including: websites; social media; e-bulletin; newsletter; annual report; media releases and varied other external publications. • Lead and manage communications for external facing events (including the SNAICC Conference, National Aboriginal and Torres Strait Islander Children's Day and other key annual days) and support internal events. • Coordinate brand management for consistency, accessibility and broad impact of all SNAICC outputs on target stakeholders. • Maintain awareness of SNAICC's policy and strategic priorities and assist SNAICC to produce and distribute materials relating

	<p>to those policies and priorities.</p> <ul style="list-style-type: none"> • Manage communications budget, contribute to required organisational reporting and fundraising applications. • Manage membership administration and communications including, database upkeep, renewing members, attracting new members and all membership communications • Common duties shared with other SNAICC staff • Contribute to SNAICC internal planning processes, including staff meetings, review of SNAICC strategic and operational plans, and review of priorities and functions • Assist in the evaluation of projects, activities and functions of SNAICC • Arrange for the distribution and promotion of resource materials where applicable • Write reports and articles, and provide information, for the SNAICC website, newsletter and other SNAICC publications as required
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KEY SELECTION CRITERIA

1. Broad knowledge and understanding of issues impacting upon Aboriginal and Torres Strait Islander children and families and commitment to the rights, needs and aspirations of Aboriginal and Torres Strait Islander children and families.
2. Significant experience of managing a marketing/communications program with proven track record in delivering results.
3. Experience in developing and implementing communications strategies.
4. Excellent written communications skills and demonstrated knowledge and experience of working with communication tools and techniques including written, web, social media and other mediums.
5. Exceptional stakeholder management skills with the ability to communicate effectively with a wide range of stakeholders.
6. Strong national media relationships are highly regarded.
7. Exceptional time management skills with the demonstrated ability to manage multiple projects simultaneously.
8. Experience of working within the not-for-profit sector/strong understanding of working within the not-for-profit sector.
9. Relevant qualifications in communications, marketing or fundraising.

FURTHER INFORMATION

Applications are required by **5.00 p.m. EST Sunday 7 May 2017**. Applications should include:

- A cover letter outlining why you are applying for the position
- A resume with your skills, experience and qualifications, relevant to the SNAICC Communications Coordinator role
- Written responses of how you meet each of the selection criteria, including short examples demonstrating your proficiency for each criteria
- Names and contact details for two or more recent referees

All applicants will be notified of the progress or outcome of their application. The successful applicant will be required to have or obtain a current Working with Children Check and a National Police Check. Please email applications to: susan.kay@snaicc.org.au.

For general information about SNAICC, visit the SNAICC website. For specific questions about the role please contact Peter Ellis, Acting Deputy CEO on **03 9489 8099**. All other queries can be directed to susan.kay@snaicc.org.au.

