



SNAICC

National Voice for our Children

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Aboriginal and Torres Strait Islander Corporation
Melbourne Polytechnic
Level 7, 20 Otter Street
Collingwood 3066

Position Description

Job Title:	SNAICC Communications Manager
Reporting To:	SNAICC CEO
Contract Period	Full-time, subject to funding
Terms and Conditions:	<ul style="list-style-type: none">• Based at the SNAICC office, Collingwood, Melbourne• Salary range \$105,000 - \$120,000 per annum 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)• As with all SNAICC staff, the position is subject to funding.• All SNAICC staff are subject to an initial six-month probationary period.

Overview of role

The Communications Manager will lead 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.

It will form part of the SNAICC Leadership team and work closely with the SNAICC Board, staff, and other key stakeholders to lead 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.

The Communications Manager will be responsible for managing a small team that develops all communications tools and materials, including newsletters, annual reports, eBulletins and other marketing collateral. A key component of work will include managing 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.

Available to Aboriginal and/or Torres Strait Islander applicants only.

This position is exempt under the special measures provision of s.12 of the Equal Opportunity Act 2010 (Vic).

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.
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	<p>SNAICC is governed by a Board of Directors of Aboriginal and Torres Strait Islander leaders from the early years, child safety, development and wellbeing sectors.</p> <p>SNAICC provides key roles on behalf of Aboriginal and Torres Strait 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 • support for sector development, membership and networking.
Reporting Relationships	<ul style="list-style-type: none"> • The SNAICC Communications Manager is supported by and reports to the SNAICC CEO. • The SNAICC Communications Manager manages two Communications Officers, and on occasion 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 <p>Common duties shared with other SNAICC staff</p> <ul style="list-style-type: none"> • Contribute to SNAICC internal planning processes including staff meetings, staff training and development activities and SNAICC policy development. • Contribute to the planning of major SNAICC events and activities including the SNAICC AGM, SNAICC conferences, SNAICC policy and practice forums, SNAICC Board and Council meetings, and NAIDOC activities. • Other duties as directed by the CEO.
<p>KEY SELECTION CRITERIA</p> <ol style="list-style-type: none"> 1. Broad knowledge and a strong 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. Demonstrated experience and ability to work with Aboriginal and Torres Strait Islander people and organisations; and facilitate their involvement in communications activities. 3. Significant experience of managing a marketing/communications program, and in developing and implementing communications strategies, with a proven track record in delivering results. 4. Excellent written and verbal communication 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, including national media stakeholders. 7. Exceptional time management skills with the demonstrated ability to manage multiple projects simultaneously and meet tight deadlines. 8. Demonstrated understanding of working within the not-for-profit sector. 9. Relevant qualifications in communications, marketing or fundraising. 	
<p>FURTHER INFORMATION</p> <p>The deadline for applications has been extended, applicants who have already applied will be considered.</p> <p>Applications are required by 6pm AEST on Monday 09 September 2019 and must include:</p> <ul style="list-style-type: none"> • A brief cover letter outlining why you are applying for the position • Written responses to how you meet each of the Key Selection Criteria • A resume with your skills, experience and qualifications, relevant to the role • Names and contact details for two or more recent referees <p>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: reception@snaicc.org.au</p> <p>For general information about SNAICC, visit the SNAICC website www.snaicc.org.au</p> <p>For specific questions about the role please contact: John Burton on 03 9419 1921.</p>	