



SNAICC – National Voice for our Children  
 Aboriginal and Torres Strait Islander Corporation  
 Level 7, Melbourne Polytechnic  
 20 Otter Street  
 Collingwood Vic 3066

### Position Description

<b>Job title:</b>	<b>Digital Communications Officer</b>
<b>Reporting to:</b>	Communications Manager
<b>Terms and conditions:</b>	<ul style="list-style-type: none"> <li>• Full-time position, preferably based in SNAICC's Melbourne office (Collingwood).</li> <li>• Two-year contract with potential to extend subject to ongoing project funding.</li> <li>• Salary range between \$80,000 to \$90,000 per annum depending on experience, plus 10% superannuation.</li> <li>• SNAICC also offers Salary Packaging (\$15,900 tax free salary component and additional meals entertainment / accommodation &amp; venue hire subject to Government regulations).</li> <li>• All SNAICC positions are subject to funding.</li> <li>• All SNAICC staff are subject to an initial six-month probationary period. Other terms and conditions are in line with the Social and Community Services Award and SNAICC's internal policies.</li> </ul>

<p><b>Overview of role</b></p> <ul style="list-style-type: none"> <li>• SNAICC Communications is responsible for delivering communications and marketing strategies that drive sector engagement, organisational membership, and branding and awareness outcomes to advance the needs, rights and aspirations of Aboriginal and Torres Strait Islander children and their families.</li> <li>• In line with SNAICC's strategic direction, the Digital Communications Officer is responsible for the implementation of SNAICC's communications and media strategy to enhance and create improved digital communications across the organisation.</li> <li>• The role will help design and deliver SNAICC's key messages across multimedia platforms such as e-newsletters, websites, media and social media content, and assist in the editorial development of publications and resources for the organisation.</li> <li>• The officer will ensure high-quality, accessible, and relevant information and resources are provided to SNAICC members, supporters and key stakeholders that promotes the organisation's strategic outcomes.</li> <li>• Additionally, the role provides an opportunity to engage with all SNAICC staff working across a range of disciplines including policy and research, events, sector development, communications and cultural safety, as well as our wider members and stakeholders to build a strong national voice.</li> <li>• The officer will showcase the success stories of our members and networks by promoting the strength of Aboriginal and Torres Strait Islander children and families when connected to culture and community. Speaking to various audiences through multiple channels, this role will present SNAICC's understanding and approach to the issues faced by Aboriginal and Torres Strait Islander children across the country.</li> </ul> <p><b><i>SNAICC strongly encourages Aboriginal and Torres Strait Islander people to apply</i></b></p>
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SNAICC – National Voice for our Children is an Aboriginal and Torres Strait Islander-controlled organisation, and is actively working towards a substantially Aboriginal and Torres Strait Islander workforce.

<p><b>Organisational context</b></p>	<p>Formally established in 1981, <i>SNAICC – National Voice for our Children</i> 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 wellbeing. SNAICC provides a strong voice that promotes the rights, needs and aspirations of Aboriginal and Torres Strait Islander children.</p> <p>SNAICC is governed by a Board of Directors of Aboriginal and Torres Strait Islander leaders from the early years, child safety, development and well-being 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"> <li>• research and policy development, with high-level leadership, policy papers and sector representation</li> <li>• training and resource design, development and delivery including early childhood development, partnerships, family support, trauma and cultural strengthening</li> <li>• resource development, communications and publications</li> <li>• support for sector development, membership and networking.</li> </ul>
<p><b>Reporting relationships</b></p>	<p>The Digital Communications Officer will report to the Communications Manager.</p> <ul style="list-style-type: none"> <li>• The officer will also be learning from and supported by a strong team of internal and external communications and policy/sector specialists and, more broadly, an experienced team of practitioners from the Aboriginal and Torres Strait Islander sector.</li> </ul>
<p><b>SNAICC funding</b></p>	<ul style="list-style-type: none"> <li>• SNAICC is primarily government-funded.</li> <li>• Funding is also obtained from other sources through project submissions, philanthropic contributions and applications to non-government organisations.</li> <li>• As with all SNAICC staff, this position is subject to ongoing funding.</li> </ul>
<p><b>Organisational Operations</b></p>	<ul style="list-style-type: none"> <li>• SNAICC is team oriented and all SNAICC staff are expected to take a collaborative approach to assist with performing major tasks.</li> <li>• SNAICC staff members take specific responsibility for their work priorities to ensure tasks are completed.</li> <li>• Building cooperation between staff and the SNAICC Board and Council is crucial to the ongoing achievement of SNAICC priorities. All staff are expected to contribute to this form of team development.</li> </ul>
<p><b>Travel</b></p>	<ul style="list-style-type: none"> <li>• The SNAICC national office is located in Collingwood, Melbourne, however the role requires occasional travel for the bi-annual SNAICC National Conference and other projects.</li> </ul>
<p><b>Key duties</b></p>	<ul style="list-style-type: none"> <li>• Responsible for coordinating and implementing digital media requirements across all SNAICC key priorities, campaigns</li> </ul>

	<p>and events such as National Aboriginal and Torres Strait Islander Children’s Day and Family Matters.</p> <ul style="list-style-type: none"> <li>• Delivering content and key messages across SNAICC’s multimedia platforms including regular EDM newsletters, member and supporter alerts, media releases, social media and websites.</li> <li>• Writing and coordinating content for SNAICC publications and resources, including annual report, policy papers and other reports.</li> <li>• Maintaining content on SNAICC websites, including liaising with web agencies on functionality and optimising the user experience.</li> <li>• Assisting in the redesign and development of the SNAICC website.</li> <li>• Tracking and monitoring of analytics across digital platforms.</li> <li>• Designing and developing multimedia content such as videos to support SNAICC’s advocacy, resources, campaigns and events.</li> <li>• Supporting the communications manager in coordinating media and public relations enquiries.</li> <li>• Managing Mailchimp campaigns and subscriber lists.</li> <li>• Promoting SNAICC resources.</li> <li>• Other duties consistent with the above.</li> </ul> <p><b>Common duties shared with other SNAICC staff</b></p> <ul style="list-style-type: none"> <li>• Contribute to SNAICC internal planning processes including staff meetings, and review of SNAICC strategic and operational plans.</li> <li>• Assist in the evaluation of projects, activities and functions of SNAICC.</li> <li>• Arrange for the distribution and promotion of resources and publications where applicable.</li> </ul>
<p><b>KEY SELECTION CRITERIA</b></p> <ol style="list-style-type: none"> <li>1. Broad knowledge and a solid 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.</li> <li>2. Excellent communication, writing and editing skills with the ability to create impactful content for diverse audiences, in particular Aboriginal and Torres Strait Islander peoples.</li> <li>3. A demonstrated ability to design and produce high-quality multimedia content such as video production and marketing assets for distribution on digital platforms within tight timeframes.</li> </ol>	

4. Capacity to contribute to the development of a successful communications and media strategy, and a strong understanding of digital platform analytics and performance.
5. Well-developed technical skills in managing digital content and platforms, with an understanding of improving the online user experience through websites, social media and other mediums.
6. Ability to work independently in a fast-paced environment, with exceptional time management skills, and demonstrated ability to manage multiple projects simultaneously.
7. Demonstrated ability to work collaboratively in a team environment with an enthusiastic can-do attitude.
8. Relevant qualifications in communications, media, marketing or other relevant area.

#### **DESIRABLE**

1. Proficient in WordPress or other relevant website content management systems.
2. Proficient using PhotoShop and other Adobe Creative Suite programs, as well as Mailchimp and online training platforms.
3. Experience producing and editing online videos.

#### **FURTHER INFORMATION AND CLOSING DATE**

Applications are required by **5pm AEST on Wednesday 6 October 2021**.

Applications must include:

- A brief **cover letter** outlining why you are applying for the position
- Written responses to how you meet each of the **key selection criteria**, including short examples demonstrating your proficiency for each criteria.
- A **resume** with your skills, experience and qualifications, relevant to the **Digital Communications Officer**.
- 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 [recruitment@snaicc.org.au](mailto:recruitment@snaicc.org.au)

For general information about SNAICC, visit the [SNAICC website](#).

For specific questions about the role please contact Jo Cackett, Communications Manager (Acting) on 0474 727506.