

## Job Description

<b>Job title</b>	Senior Communications Officer – Online 2021
<b>Reporting to</b>	Manager – Communications and Engagement
<b>Classification level</b>	RA 4A
<b>Salary range</b>	\$70 - \$85,000 per annum plus superannuation
<b>Term</b>	Full-time fixed contract until December 2022
<b>Location</b>	Canberra or Sydney

### ORGANISATIONAL OVERVIEW

Reconciliation Australia is an independent, national, not-for-profit organisation promoting and facilitating reconciliation by building relationships, respect and trust between the wider Australian community and Aboriginal and Torres Strait Islander peoples. Our vision is for a just, equitable and reconciled Australia.

### ROLE

The Senior Communications Officer Online makes a significant contribution to Reconciliation Australia's communications activities. This position works closely with external stakeholders, and all areas of the organisation to coordinate and analyse our online presence, lead strategic social media and online presences, and contribute to broader stakeholder engagement. The position will work under the direct supervision of the Manager, Communications and Engagement.

### DUTIES

Social media and Communications	<ul style="list-style-type: none"> <li>• Working with other team members, schedule and manage production of daily and/or as-needed social and digital content according to the digital communications needs of Reconciliation Australia, its key messages and strategic intent.</li> <li>• Strategically manage Reconciliation Australia's social media including but not limited to: LinkedIn, Twitter, Facebook, Instagram.</li> <li>• Monitor, respond to, and analyse social media engagement from relevant stakeholders and raise any reputational or other high profile issues to the Manager, Communications and Engagement and the CEO.</li> <li>• Identify key media and communication channels which are particularly relevant for raising awareness about reconciliation</li> <li>• Provide reporting and analysis as requested or needed</li> </ul>
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<b>DUTIES</b>	
	<ul style="list-style-type: none"> <li>• Write and direct content for various audiences and purposes including: social, EDMs, reports, digital campaigns, and speeches</li> <li>• Ensure that all published content meets Reconciliation Australia's standard and governance/policy guidelines.</li> </ul>
Stakeholder management	<ul style="list-style-type: none"> <li>• Develop and maintain effective relationships with key stakeholders including Aboriginal and Torres Strait Islander people and organisations.</li> <li>• Work collaboratively with other areas of Reconciliation Australia to develop communications material to promote Reconciliation Australia.</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>• In a fast-paced and demanding environment, promote a sound and supportive culture among team members.</li> <li>• Engage and manage relationships with high profile Indigenous leaders and stakeholders, and Aboriginal and Torres Strait Islander community organisations as relevant to this area of work.</li> </ul>
Events and campaigns	<ul style="list-style-type: none"> <li>• Contribute to RA events management and delivery as required, including media and stakeholder engagement events</li> <li>• Assist in the development and organisation of campaigns for events, displays and launches such as National Reconciliation Week and other RA events.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Undertake other tasks and communications roles related to the promotion of reconciliation as directed by the Manager, Communications and Engagement and the CEO.</li> </ul>

<b>SELECTION CRITERIA</b>
<p><b>Essential</b></p> <ol style="list-style-type: none"> <li>1. Demonstrated understanding of Aboriginal and Torres Strait Islander peoples, cultures and issues.</li> <li>2. Demonstrated experience in social and digital media management for an organisation and ability to analyse campaign performance providing insight and recommendations to better target Reconciliation Australia's stakeholders and broaden our audience.</li> <li>3. Demonstrated strong and clear writing and storytelling skills and good understanding of general communication principles, with a high attention to detail.</li> <li>4. Solid experience in digital production and online content management- including accessibility and useability - and experience in applying these skills to various digital mediums.</li> </ol>

## **SELECTION CRITERIA**

5. Demonstrated skills in developing and working within communication strategies in a dynamically evolving environment.
6. Demonstrated ability to work independently and as part of a team, displaying organisational and time management skills with high attention to detail.
7. Strong stakeholder management and liaison ability.
8. Ability to prioritise work and meet deadlines in a high performing environment.
9. Ability to work co-operatively in a team environment and collaboratively with other units at Reconciliation Australia

### **Desirable:**

1. An appreciation for the goals, or a willingness to learn of reconciliation between Aboriginal and Torres Strait Islander peoples and other Australians.
2. Degree in Communication and/or up to five years' work experience in the field.