

## POSITION DESCRIPTION

<b>Job title:</b>	Senior Officer Media and Content
<b>Reporting to:</b>	General Manager, Communications and Engagement
<b>Classification level:</b>	RA Level 4
<b>Salary range:</b>	\$105,000 – \$109,500 per annum plus superannuation
<b>Term:</b>	Full-time
<b>Location:</b>	Sydney preferred, remote/hybrid considered
<b>Reviewed:</b>	June 2026

### 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

This role makes a significant contribution to Reconciliation Australia's external communications.

This position will undertake media liaison, stakeholder engagement and build strong relationships with key external and internal stakeholders. They will also manage and produce strategic content for Reconciliation Australia including publications, speeches and general content. This position will work under the direct supervision of the General Manager, Communications and Engagement.

### DUTIES

#### Media and Communications

- Contribute to managing production and development of content for Reconciliation Australia's communications output including key messaging, media statements, briefs and messaging, publications, web content and speeches.
- Demonstrated experience in developing, driving and working to proactive and reactive media and communications plans
- Coordinate, develop and provide responses to media enquiries as needed, including liaising with media and senior Reconciliation Australia spokespeople.
- Monitor daily news for coverage and for emerging issues
- Actively engage networks to promote stories and events relevant to Reconciliation Australia, including liaison with local and national media.
- Provide reporting and analysis as requested or needed.
- Efficiently and accurately respond to or direct email and phone enquiries from media, stakeholders, and the public.

<b>DUTIES</b>	
	<ul style="list-style-type: none"> <li>• Ensure that all published content meets Reconciliation Australia's standard and governance/policy guidelines.</li> </ul>
Stakeholder engagement and communications	<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. 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 Reconciliation Australia events management and delivery as required, including media and stakeholder engagement leading up to and at events.</li> <li>• Assist in the development and organisation of campaigns for events, displays and launches such as National Reconciliation Week and other 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 General 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. A demonstrated understanding of Aboriginal and Torres Strait Islander peoples, cultures and issues.</li> <li>2. Proven high-level written communication skills with the ability to communicate effectively and accurately to a broad range of audiences using a variety of media.</li> <li>3. Demonstrated significant experience in organisation communications and media and in developing, managing and executing communications/media plans with a high attention to detail and to deadlines.</li> <li>4. High-level ability to craft messaging and content to different audiences and within different communications vehicles.</li> <li>5. Experience in establishing networks and engaging with media, journalists and content creators.</li> <li>6. Demonstrated ability to work independently and as part of a team, displaying organisational and time management skills with high attention to detail.</li> <li>7. Strong stakeholder management and liaison ability.</li> <li>8. Ability to prioritise work and meet deadlines in a high performing environment.</li> </ol> <p><b>Desirable:</b></p> <ol style="list-style-type: none"> <li>1. Degree in Communication and/or up to five years' work experience in the field.</li> </ol>