



Position Description

Job Title: Media Marketing & Communications Manager

Position Reports To: Chief Executive Officer (or other delegated role)

Location: National Centre of Indigenous Excellence, 180 George St, Redfern.

Status: Full-time Fixed Term

Direct reports: Two

This position description is intended to be a guide to the principal duties and responsibilities of the post and includes specific tasks by way of illustration. It is not intended to be a definitive or exhaustive list. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.

Primary Purpose of Role

The Media Marketing and Communications Manager leads the strategic communications work of the NCIE. This includes, but is not limited to, online and traditional media, marketing, media liaison, public relations, and branding.

The Manager must be both a practitioner and a strategist with a passion for building and communicating the excellence, achievement, growth and success that underpins NCIE and its enterprises, programs, activities, and social impact.

It is a fast paced and collaborative team environment, managing a small team of two people, as well as a network of designers and producers, and work in close collaboration with NCIE enterprise and program managers and staff.

The primary objective of the role is to develop, oversee and implement:

- Media and public relations strategies, including social media presence and online engagement
- Integrated marketing strategies, policies, procedures and content for all aspects of NCIE services and operations and assist in developing new revenue streams
- Website strategic development and curation
- Creative campaigns and events
- Member, supporter and partner communications
- Development of related policies and participate in organisational planning and development
- Preparation and delivery of internal and external reporting against targets and performance in all areas of marketing and communications.

Qualifications

Essential: At least five years' experience in marketing, communications and/or related fields with experience working in or with Aboriginal and Torres Strait Islander organisations and/or issues.

Desirable: Related tertiary qualifications in Communications or Marketing.



Key Result Areas

Communication and Marketing management

- Develop and coordinate the implementation of NCIE's communications and marketing needs on strategic and operational levels.
- Manage distribution of all aspects of NCIE's external communications including website, newsletters, social media, media releases, reports.
- Manage NCIE internal communications and messaging.
- Develop and maintain key and relevant stakeholders: NCIE Fitness members, community members, NCIE clients, contractors, media, Aboriginal and Torres Strait Islander enterprises and the social enterprise sector.
- Quickly identify and manage risks and opportunities arising from the work of the communications and marketing team.

Enterprise & Program Marketing

- Implement marketing strategies and manage integrated marketing operations, targets, monitoring and reporting.
- Work with, advise and deliver communications and marketing services for all aspects of NCIE's operations.
- Contribute to increased revenue by working with other managers to maximise business in NCIE's services.
- Contribute to maintaining relationships with NCIE communications and marketing partner/s and other stakeholders to support the achievement of marketing and sales goals.

Digital Strategy

- Manage and ensure strategic engagement with appropriate social media platforms.
- Ensure timely and strategic updating of ncie.org.au content in relation to overall digital strategy.
- Oversee the implementation of digital marketing strategies.
- Input into the development of digital content.

Media & PR

- Manage and develop content including media releases, statements, photographs and captions for distribution to both Indigenous and mainstream media outlets.
- Ensure the NCIE is commenting appropriately on relevant and appropriate Indigenous issues.
- Build the profile of the NCIE Board, CEO and other executive managers as appropriate.
- Monitor and evaluate the NCIE's media presence and manage clippings and reporting.

Brand

- Oversee refinement, implementation and monitoring of NCIE brand across the organisation's services and operations.
- Ensures NCIE brand and message consistency in all applications.

Events

- Manage and co-ordinate events and promotional opportunities as required in partnership with NCIE services and /or external partners.
- Develop event strategies and plans of action coordinating and seeking input from all relevant stakeholders.



Finance

- Manage the marketing and communications budget, deliver sound and on-time financial reporting; liaise with the NCIE finance team to ensure all accounts are in order.

Evaluation & Reporting

- Contribute to, edit, compile and oversee production of internal and external reports, including:
 - Internal and external management and financial reports;
 - Reports and presentations to the NCIE Board.

Employee WHS

- Modelling healthy and safe behaviour and ensuring personal health and safety at work.
- Not adversely affecting the health and safety of other workers or persons.
- Proactively detecting and reporting hazards, then reporting them to the line manager to ensure timely and proper control.
- Complying with all reasonable instructions, policy, procedures and safely using equipment.
- Reporting any incidents (near misses/injury/illnesses).

NCIE's Core Values

- Consistently act in accordance with the NCIE's values, challenge practices inconsistent with these values and uses values as a basis managing relationships and decision-making.

Risk Management

- Assists with developing and managing a consolidated organisational risk and compliance portfolio including but not limited to WHS, financial, people, systems and operational risk.

NCIE Policies & Procedures

- Contribute to the development, compliance, application, and distribution of NCIE policies and procedures.

Selection Criteria

The occupant of this position will be able to demonstrate the possession of the following criteria:

1. At least five years practical and high-level experience in most if not all, aspects of communications including marketing, branding, media, public relations for an organisation.
2. Experience in strategic management and planning in communications and marketing.
3. Excellent written and verbal communication skills across a range of mediums.
4. Exceptional ability to juggle multiple and competing demands from a multifaceted organisation to a multifaceted audience
5. Strong understanding and awareness, if not lived experience, of Aboriginal and Torres Strait Islander people, cultures and issues.
6. Experience in managing and working across a comprehensive range of traditional and new media forms including digital and social platforms.
7. Excellent networks and contacts in the Aboriginal and Torres Strait Islander sector, organisations and networks as well as those in the philanthropic and corporate sectors.
8. Proven ability to to work and manage co-operatively in a team environment and collaboratively across teams and organisational units.



9. Have strong interpersonal skills and be confident and persuasive in communicating with Aboriginal and Torres Strait Islander people and those who can support their pathways to excellence, including: families, community organisations, educational institutions, NCIE clients, visitors and members, pathway partners, and corporate and philanthropic supporters.
10. Demonstrate a passion for building and communicating the excellence, achievement, growth and success that underpins NCIE and its enterprises, programs, activities, and social impact.

Practical Requirements

The preferred candidate will be engaged on a two year fixed term Employment Agreement.

Work outside of the normal hours of duty may be required. Some travel may be required.

Employment will be subject to a Criminal History Check and the candidate must have the ability to get a NSW Working with Children Check clearance on request. Possession of a valid driver's licence is desirable.

Appointment to this position of a person not currently an officer of NCIE will be subject to a probationary period of 6 months.



Applications from Aboriginal and Torres Strait Islander people are strongly encouraged