



## North Australian Indigenous Land and Sea Management Alliance

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*Looking after Our Country... Our Way*

### POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>Communications Manager</b>
<b>LOCATION:</b>	<b>Darwin</b>
<b>REPORTING TO:</b>	<b>Chief Operations Officer</b>
<b>CLASSIFICATION:</b>	<b>Communications Manager (\$110,000)</b>
<b>PREPARED:</b>	<b>December 2023</b>

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#### Northern Australian Indigenous Land and Sea Management Alliance (NAILSMA) Background

NAILSMA is an Indigenous-led not-for-profit company that operates across northern Australia to assist Indigenous people manage their country sustainably for future generations. We provide Indigenous leadership in the delivery of large-scale and complex programs that meet the environmental, social, cultural, and economic needs of Indigenous people across northern Australia. **NAILSMA seeks to employ Indigenous people as a priority and will prioritise Indigenous candidates for this position.**

#### Position Overview

The Communications Manager will lead the development and implementation of a communications and media strategy to build the profile of NAILSMA. The Communications Manager has day-to-day responsibility for ensuring that NAILSMA's communications activities contribute successfully to the organisation's strategic and operational objectives.

#### Working Relationships

Reporting to the Chief Operating Officer, the Communications Manager will maintain ongoing relationships with Management and other NAILSMA employees, together with Australian and relevant State and Territory Governments and their respective agencies, Traditional Owners of Northern Australia, Indigenous Land and Sea agencies in Northern Australia, advisors/consultants, Media outlets, journalists and other stakeholders as required.

#### Role Context

NAILSMA is an Indigenous organisation that leads Indigenous land and sea management across northern Australia. It works with and supports a developing network or alliance of groups, organisations and communities who are involved in practical Indigenous land and sea management of their country.

The position will lead the communications team with responsibility for promoting and publicising NAILSMA's image and its activities as well as raising the profile of Indigenous land and sea management initiatives.

## **Responsibilities (Duties)**

The responsibility of this position is to ensure that an effective and positive communications strategy is developed and implemented to promote NAILSMA Ltd and its activities across northern Australia and the broader community.

- Responsible for developing and implementing communications strategy in line with the NAILSMA Strategic Plan
- Manage the corporate identity, promotional material and provide strategic advice on communication management for all forms of media.
- Create, implement, manage and measure key communication initiatives
- Develop and foster positive relationships with internal and external stakeholders to ensure efficient, effective delivery of projects in a timely and brand consistent manner
- Establish and manage information systems including photo library, archive processes for media outputs, electronic and print publications
- Develop and maintain links with local and metropolitan media outlets to facilitate good communication and ensure fair and accurate coverage of NAILSMA activities
- Provide advice to Executive Management as required about marketing and communications strategies
- Manage NAILSMA website and social media activities
- Manage communication staff and contractors
- Liaise with NAILSMA project managers to manage communication processes and outputs
- Implement and manage the communications budget
- Other duties as required

## **Selection Criteria**

- Knowledge and understanding of Aboriginal and Torres Strait Islander societies and peoples and demonstrated ability to communicate sensitively and effectively with Aboriginal and Torres Strait Islander people;
- Tertiary qualifications in Communications, Marketing and/or Media disciplines;
- Minimum five years practical experience in the areas of marketing, copywriting and publication development;
- Outstanding written and verbal communications skills combined with an analytical and outcomes-focused mind;
- A proven track record in a role that demands self motivation, service-orientation, marketing and business development skills;
- A demonstrated ability to develop, nurture and manage positive working relationships and delivery excellent client service with both internal and external clients;
- A demonstrated ability to project manage a range of projects and effectively prioritise completing demands;
- Exceptional accuracy and attention to detail;
- Excellent communications skills including research, writing, editing and presentation skills;
- Experience with different design and printing methods;
- Ability to travel to remote and regional locations both inter and intrastate.

## **Desirable Criteria**

- Post graduate qualifications in communications, marketing and/or media;
- Knowledge of land and sea management issues and/or environmental science;
- Experience in all social media platforms.