

POSITION DETAILS	
POSITION TITLE	Marketing and Communications Advisor
FULL TIME EQUIVALENT	0.8 - 1.0 FTE
REPORTING STRUCTURE	Reports to Corporate Services Manager. No direct reports.
PURPOSE - Why does this position exist?	
To effectively market Djirra and its programs and activities; undertake day to day implementation of our promotional work, online strategy and events; and oversee the organisation's brand management.	
RESPONSIBILITIES	
<p>Planning</p> <p>Contribute to the development of annual marketing & communication plans aligned with the Strategic Plan and operational needs.</p> <p>Develop marketing campaigns for specific services, events, and new initiatives.</p> <p>Marketing & Communications</p> <p>Coordinate and implement agreed marketing and communications plans.</p> <p>Coordinate external communications for Djirra initiatives as designated by the Corporate Services Manager.</p> <p>Coordinate and oversee the writing and production of all print and electronic publications and marketing collateral, including the annual report and newsletter, ensuring brand consistency.</p> <p>Develop and manage Djirra's website and intranet, and co-ordinate Djirra's social media approach.</p> <p>Establish relationships with key media representatives, contribute to identifying media opportunities, and support the effective promotion of Djirra's activities through the media.</p> <p>Manage the public relations and media contact database.</p> <p>Plan and coordinate the delivery of key events involving external stakeholders, including launches and NAIDOC week events.</p> <p>Maximise the opportunities for fundraising through events and online presence.</p> <p>Manage relationships with external agencies and suppliers in relation to marketing and communication initiatives.</p> <p>Oversee Djirra's brand management and guidelines.</p> <p>Contribute to ensuring the organisation functions effectively, and is clearly positioned externally, as an Aboriginal Community Controlled Organisation.</p> <p>Projects</p> <p>Liaise with various internal and external stakeholders to ensure that marketing and communications projects and programs are on track and any potential risks or variations are identified early and addressed as appropriate.</p> <p>Ensure reporting as required for accountability purposes.</p> <p>Undertake other tasks that may arise that contribute to Djirra's goals.</p> <p>Occupational Health and Safety</p> <p>Follow, and help others to follow, all health and safety procedures, and participate in all relevant training and complete timely reporting of any hazards, injuries or incidents.</p> <p>Proactively report on opportunities for improved health and safety.</p>	

DECISION MAKING AUTHORITY	
All decision making within scope of responsibilities and budget allocations. Recognise when to involve / escalate to Corporate Services Manager.	
KEY INTERACTIONS	
Internal: CEO, General Manager, Corporate Services Manager, Manager Policy & Strategy, other senior managers and other employees.	External: Community organisations, state and Commonwealth government agencies. Consultants, Suppliers, Media.
QUALIFICATIONS	
Essential: At least an undergraduate qualification (degree course) in a relevant discipline and/or significant experience in communications, marketing, public relations, or community services.	Desirable:
EXPERIENCE	
Essential: <ul style="list-style-type: none"> • Demonstrated ability to work or learn to work with Aboriginal organisations, communities and individuals in culturally appropriate ways as well as mainstream organisations. • Significant experience in marketing and communications roles, preferably in a community context. • Sound knowledge of the key issues in relation to Aboriginal family violence, or demonstrated capacity to acquire that knowledge. • Demonstrated capacity to effectively implement marketing campaigns. • Experience in managing websites, online content, e-marketing and social media. • Strong copy writing skills. • Demonstrated capacity to deliver successful events. • Demonstrated ability to support the generation of funds through events and online activity. 	Desirable: <ul style="list-style-type: none"> • Knowledge of social justice issues in Aboriginal and/or Torres Strait Islander communities
TECHNICAL COMPETENCIES	
Intermediate PC skills, including strong familiarity with MS suite of tools.	
GENERIC COMPETENCIES	
Strong conceptual, analytical and investigative skills and capacity to think and plan strategically. Good skills in influencing and negotiating, fostering collaboration, understanding various perspectives and getting the best outcomes for all stakeholders. High order verbal and written communication skills.	



DJIRRA POSITION DESCRIPTION

ACKNOWLEDGEMENT	
I acknowledge that I have received a copy of the Position Description and have read and understand its contents.	
Employee Signature: _____ Name: _____	Date: / /
Direct Manager Signature: _____ Name: _____	Date: / /

HR CHECKLIST	
<input type="checkbox"/> Return one copy of completed form and any attachments (e.g. current Organisation Chart) to the employee to keep. <input type="checkbox"/> Place one copy of completed form and any attachments on the employee's Performance File. <input type="checkbox"/> Retain original completed form and any attachments on the employee's Personnel File.	
Initials: _____ Date: _____	