

## Communications Officer

Ongoing position with First Nations Media Australia

### Overview

First Nations Media Australia (FNMA) is the national peak body for the First Nations media and communications industry. The Communications Officer will support regular communications from the peak body to the sector and its stakeholders, as well communications support for projects and events.

### Key duties / deliverables

- Implementing the FNMA Communications Strategy including; monthly newsletters, quarterly stakeholder updates, AGM & membership notifications, webinar & meeting notifications and social media updates
- Expanding FNMA's social media reach and channels
- Continuing and expanding the 'Our Media Matters' sector awareness campaign
- Supporting the Member Services Officer to for membership engagement communications
- Managing and expanding FNMA's media and email contact databases
- Supporting project staff to promote inDigiMOB and indigiTUBE activities
- Promote FNMA events and activities, including coordinating media interviews
- Prepare and distribute press releases for events and activities
- Design and layout of key communication documents (eg. reports, communiques)
- Coordinate production of written materials such as the Annual Report, membership and event collateral
- Update and maintain FNMA website content
- Oversee the implementation of FNMA contracted communications duties (eg Coalition of Peaks)
- Contribute to industry communication forums on behalf of FNMA (eg. liaising with Communications Officers in other organisations, coordinating campaign implementation for shared objectives with stakeholders)

### Skills & experience

The ideal candidate will have:

- Excellent written and verbal communications skills
- Excellent time management and organisational skills
- Good computer literacy and knowledge of Microsoft programs
- Working knowledge of electronic mail and website software preferred
- At least two years of social media management experience
- A good eye for graphic design and presentation

### Hours / terms of contract

Part-time – 0.8 including 0.2 FTE dedicated to indigiTUBE communications and 0.2 FTE dedicated to inDigiMOB and 0.4 FTE dedicated to First Nations Media Australia peak body operations.

There is potential for this role to increase to a full-time position pending funding in July.

Ongoing contract with a three-month probationary period

Working remotely with a two-week induction period in Alice Springs

### Salary

\$78,000 pro rata + superannuation + leave entitlements (5 weeks annual leave) + salary sacrificing options + phone/internet allowance (\$20 per fortnight)



## Performance management & support

The Communications Officer will report to the CEO and Operations Manager. The Operations Manager will review progress against the key duties / deliverables at the end of the probationary period and every 6 months thereafter. FNMA may terminate the contract at any point should the Communications Officer fail to complete key tasks or act in conflict with the organisation’s Codes of Conduct (attached).

## Duty Statement

1. Strategic Communications	KPIs
Update and implement the Communication Strategy. Work with team members to identify key priorities.	Annually
Write and distribute media releases to promote FNMA and sector activities, achievements and policy positions, with the CEO (and Board endorsement).	Ongoing
Support Policy & Stakeholder Engagement Officer & CEO to advocate on sector policies, outcomes and issues through conferences, submissions, reviews, presentations to government/stakeholders.	As required
Identify, develop and build relationships with key media partners/champions to support FNMA projects and the First Nations media industry.	As required
Maintain communications records- media interviews, articles/ news stories – and national media database.	Ongoing
2. Marketing/ Promotions	
Support the ongoing development and promotion of the ‘Our Media’ awareness campaign.	Ongoing
Prepare and distribute media releases for relevant FNMA and project activities	As required
Develop promotional materials to increase awareness of FNMA, its projects and industry outcomes and support fundraising initiatives. Ensure marketing collateral is current, relevant and consistently branded.	As required
Coordinate the writing, collation and distribution of the Annual Report, event Communiques and other key documents.	Annual and as required
Develop and maintain an image bank as a resource for FNMA communications/promotions.	Ongoing
Expand the social media reach of FNMA and its projects with relevant and engaging content to promote sector activities	As required



<b>3. General communications activities</b>	
Coordinate production of written materials such as the Annual Report, membership and event collateral	As required, mostly annually
Working with the Administration Assistant, prepare and publish email newsletters and member communications	Weekly
Prepare and publish stakeholder update EDMs	Quarterly
Managing and expanding a contact database of media contacts	Ongoing
Promote FNMA events and activities, including coordinating media interviews	As required
Design and layout of key communication documents (eg. reports, communiques)	As required
Update and maintain FNMA website content, working with the Technical Coordinator	Ongoing
<b>4. Project specific activities</b>	
Supporting inDigiMOB and indigiTUBE project staff to communicate project objectives, activities and successes across traditional media and social media formats	Ongoing
Secure media coverage for FNMA projects	Ongoing
<b>5. Representation</b>	
Oversee the implementation of FNMA contracted communications duties (eg Coalition of Peaks)	As required
Contribute to industry communication forums on behalf of FNMA (eg. liaising with Communications Officers in other organisations, coordinating campaign implementation for shared objectives with stakeholders)	As required

