



# LARRAKIA NATION

ABORIGINAL CORPORATION

ICN 3170

## MARKETING & COMMUNICATIONS OFFICER

### ABOUT THE CORPORATION

Larrakia Nation Aboriginal Corporation (LNAC) is the peak advocacy and support agency for the Larrakia people, the traditional landowners of the Greater Darwin area. Initially established in 1998 to represent the Native Title interests of the Larrakia people, the LNAC has since evolved into a vital service delivery organisation focussed on addressing the social, cultural and economic aspirations of the Larrakia people by initiating and administering programs, projects and services for the broader Aboriginal community.

LNAC is a not-for-profit organisation, receiving the majority of its operating expenses from funding from the NTG & Commonwealth Governments.

### POSITION DETAILS

<b>JOB TITLE:</b>	MARKETING & COMMUNICATIONS OFFICER
<b>LEVEL:</b>	ON EXPERIENCE
<b>PROGRAM:</b>	ADMIN PROGRAM
<b>LOCATION:</b>	76 Dickward Drive, Coconut Grove
<b>POSITION:</b>	TBC
<b>REPORT TO:</b>	CEO
<b>SUPERVISION:</b>	N/A
<b>MORE INFO:</b>	HR Department T: 08 8948 3733 E: <a href="mailto:hr@larrakia.com">hr@larrakia.com</a>

*Reviewed: August 2018*

### OBJECTIVE

As Marketing & Communications Officer you are responsible for the marketing and communications of Larrakia Nation Aboriginal Corporation (LNAC) and the development, management and maintenance of the Corporation's website and social media accounts and campaigns, in accordance with the vision of LNAC.

### KEY RESPONSIBILITIES

- To create a corporate marketing strategy and implementation plan, working collaboratively with the CEO, Board of Directors, staff and LNAC's overall visions and goals;
- Identify future opportunities for LNAC brand enhancement;
- Deliver marketing campaigns for all Program areas in line with the corporate plan;
- Manage the marketing budget and seek cost effective opportunities for increased external support;
- Write content for internal and external communications, including newsletters, media releases and social media content
- Monitor and maintain website content, design, layout and navigation;
- Monitor SEO and search engine analytics to maximise traffic to website;
- Collaborate with all programs to enhance presence to ensure brand consistency;
- Communicate effectively through social media channels, respond to queries in a timely manner and monitor client reviews;
- Develop images and videos for visual marketing campaigns for LNAC;
- Oversee social media account design (e.g. Facebook timeline cover, profile pictures and layout);

## KEY RESPONSIBILITIES

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- Suggest and implement new features to develop brand awareness, like promotions and competitions etc.;
- Stay up-to-date with current technologies and trends in social media, design tools and applications;
- Other position related duties as requested by the CEO;
- Maintain respect for everyone, including Larrakia people and traditional country; and
- Ensure best practice of OH&S and guidelines are followed.

## KEY QUALITIES

LNAC considers that the following personal qualities are vital to the **Marketing & Communication Officer**:

<p><b>Compassionate:</b> Provide a compassionate and empathic service to the Larrakia people.</p> <p><b>Responsiveness:</b> Provide frank, impartial and timely advice to the organisation; high quality services to the organisation and the community; identify and promote best practice; provide accurate, appropriate and up-to-date information and strategies.</p> <p><b>Integrity:</b> Honesty, openness and transparency in dealings; use powers responsibly; report improper conduct; avoid any real or perceived conflicts of interest; and strive to earn and maintain public trust.</p> <p><b>Accountability:</b> Work with clear objectives in a transparent manner; accept responsibility for decisions and actions; seek to achieve the best use of resources; and succumb to appropriate scrutiny.</p> <p><b>Reliability:</b> To ensure continuous delivery of appropriate services as required by LNAC.</p>	<p><b>Respect:</b> The treatment of others fairly and objectively; ensuring freedom from discrimination, harassment and bullying; and the improvement of outcomes on an on-going basis. The ability to maintain confidentiality and to recognize the rights, dignity and independence of all people.</p> <p><b>Leadership:</b> The ability to actively implement, promote and support organisational key qualities.</p> <p><b>Transparency:</b> Make considered decisions, and provide advice based on merit and without bias, favouritism or self-interest; act fairly by considering all relevant facts and fair criteria; and implement policies equitably.</p> <p><b>Strategic Thinking:</b> The ability to identify and develop goals in keeping with the strategic directions of the organisation.</p>
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## SELECTION CRITERIA

Applicants **MUST** possess the following:

<b>SC1</b>	Marketing or related qualification with a minimum of two years of professional experience in a marketing and communications role
<b>SC2</b>	Proven experience in developing marketing strategies and implementation
<b>SC3</b>	Technical knowledge and understanding of WordPress and frontend technologies including HTML5, CSS, JavaScript etc.
<b>SC4</b>	Ability to prioritise work and operate effectively with minimal supervision with excellent time management and multi-tasking abilities
<b>SC5</b>	Ability to deliver creative content (text, image and video)
<b>SC6</b>	Solid knowledge of SEO, keyword research and Google Analytics
<b>SC7</b>	Excellent communication and writing skills
<b>SC8</b>	Up-to-date awareness of marketing techniques
<b>SC9</b>	Able and willing to develop content that is culturally appropriate to the Larrakia people
<b>SC10</b>	Current NT Driver's Licence (C Class minimum)

It would be considered an **advantage** if applicants also possess:

<b>1</b>	Understanding and experience of cultural protocols, together with a willingness to work respectfully in accordance with Larrakia and other Indigenous culture
<b>2</b>	Identify as Indigenous

*Note: All applicants, prior to an offer of employment, will be required to provide at least **two** current, verifiable referees, provide a valid Police Clearance (dated within the last 6 months), Working with Children Check and successfully complete a pre-employment medical, drug test and fitness test. An offer of employment will only be provided with successful completion of the above.*

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### EMPLOYEE ENDORSEMENT: (Sign below & initial each page **ONLY** if offered employment)

I, \_\_\_\_\_ [PRINT FULL NAME] understand and accept that I will be required to perform the duties and tasks contained in this Position Description and such other duties and tasks that LNAC may assign to me, regarding my skills, training and experience.

Sign: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_