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## Communications and Marketing Coordinator

Key Position Information	
Job Title:	<b>Communications and Marketing Coordinator</b>
Business Unit:	<b>Governance</b>
Location:	<b>Sydney, NSW</b>
Reports To:	<b>Manager, Communications and Memberships</b>
Status:	<b>Fixed Term, Full Time (35 hours / week)</b>
Salary	<b>SCHADS Level 3 Pay point 1 \$70,000 - \$75,000 plus superannuation, commensurate with experience (not-for-profit salary packaging available)</b>
Financial Delegation	<b>Nil</b>
Direct reports:	<b>None</b>

### About AbSec

AbSec - NSW Child, Family and Community Peak Aboriginal Corporation is the peak Aboriginal organisation in the NSW child and family welfare sector. We provide an Aboriginal perspective on child protection and out-of-home care policy to the NSW Government and support the Aboriginal community-controlled sector to deliver effective services for Aboriginal children and families. We are a not-for-profit, incorporated community organisation, governed by an all-Aboriginal board.

AbSec Learning and Development Centre (AbSec LDC), a subsidiary organisation and registered training organisation. AbSec LDC is the only registered training organisation in NSW owned and managed by Aboriginal people in the child and family support sector, offering recognised qualifications in disability support, family welfare and child protection, as well as governance, leadership and management.

### Our Vision

Aboriginal children and young people are looked after in safe, thriving Aboriginal families and communities and are raised strong in spirit and identity, with every opportunity for lifelong wellbeing and connection to culture.

### Our Principles

- **Acknowledgement and respect** – acknowledging the diversity of all Aboriginal nations and respecting traditional owners of the land, constantly reminded by Elders, and cultural knowledge of communities to inform our action
- **Professionalism and integrity** – acting with the highest level of professionalism for our communities, ensuring our integrity will not be compromised in striving for the provision of quality, culturally responsive and accessible supports
- **Self-determination** – ensuring that our focus is underpinned by the rights of Aboriginal people to make decisions that impact their lives, recognising the interests of Aboriginal children, young people, families and carers, and communities in all that we do
- **Independence and solutions focused** – serving the interests of Aboriginal children, young people, families, people with disability, communities and the organisations that support them to deliver holistic approaches to issues impacting them

- **Transparency and commitment** – remaining committed to our people in everything we do, ensuring our actions are clear and promoted at every opportunity

### Role Purpose

The Communications and Marketing Coordinator supports the Communications and Memberships team in executing communications on behalf of AbSec and AbSec LDC. The role assists in growing AbSec’s public profile through marketing of objectives, events and activities internally and externally to AbSec.

### Position Requirements

- Completion or progress towards relevant tertiary qualifications in communication, marketing or other relevant discipline.

Function	Accountabilities
<b>Operational</b>	<ul style="list-style-type: none"> <li>▪ Maintaining and grow social media channels through careful planning and curating of content.</li> <li>▪ Develop and promote the AbSec branding through internal and external channels.</li> <li>▪ Develop engaging communications content, including monthly newsletters, social media posts, and website blog posts.</li> <li>▪ Develop innovative communications materials such as case studies, videos and promotional material that raise awareness for AbSec’s goals in the public arena.</li> <li>▪ Execute design briefs to develop all necessary design work across the organisation including the annual report and materials such as flyers and brochures.</li> <li>▪ Contribute to the work of the Communications and Memberships Team with events, fundraising, media activities, and supporting members.</li> <li>▪ Support AbSec teams in their use of online platforms such as Eventbrite and Survey Monkey to ensure their use is within AbSec branding.</li> <li>▪ Maintaining the AbSec and AbSec LDC websites ensuring they are an up-to-date informative source of content, with a focus on continuous improvement.</li> <li>▪ Contribute to the development of strategic documents such as brand guidelines and strategies.</li> <li>▪ Support the building of productive relationships with sector partners and stakeholders.</li> <li>▪ Identify new opportunities to promote the organisations work, achievements and brand.</li> </ul>
<b>Organisational Contribution</b>	<ul style="list-style-type: none"> <li>▪ Work collaboratively with AbSec teams to ensure their work is communicated to our audience.</li> <li>▪ Consistently acts in accordance with AbSec’s values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision-making.</li> <li>▪ Comply with AbSec Policies and Procedures.</li> <li>▪ Participate in organisational and professional development activities as directed.</li> <li>▪ Undertake other duties within the scope of this role, as directed.</li> </ul>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>▪ Communications and Memberships Manager and team.</li> <li>▪ All staff to ensure robust input into communications activities.</li> <li>▪ Any community and government stakeholders relevant to the work of the team.</li> </ul>

### Selection Criteria

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

- Demonstrated experience working in media, marketing or communications, preferably for an Aboriginal organisation, not-for-profit, community services or government organisation.
- Completion or progress towards relevant tertiary qualifications in communication, marketing or other relevant discipline.
- Strong written communication skills, as well as social media management across multiple formats, targeted to diverse audiences. Strong content creation for digital and print using Adobe InDesign.
- Experience working with key online services, databases and programs such as WordPress, Campaign Monitor, Hootsuite, Google Analytics, Eventbrite.

- Ability to work independently as well as part of a team to ensure timely delivery of allocated tasks and the ability to handle multiple priorities to a high standard.

**The following are desirable:**

- Aboriginality and/or understanding of the importance of cultural connections for Aboriginal children, young people, families, and communities.
- Understanding of the NSW child protection system.
- Photography and video-making skills, including experience with Adobe Photoshop and Adobe Premiere Pro.

**Practical Requirements**

- The preferred candidate will be engaged on an ongoing contract.
- Employment will be subject to a National Police Clearance and a NSW Working With Children Check.
- This position has been classified under the Social, Community, Home Care and Disability Services Industry Award 2010. Salary is subject to negotiation, skills, and experience.
- Appointment to this position of a person not currently an employee of AbSec will be subject to a probationary period of 6 months.
- Applications from Aboriginal and Torres Strait Islander people are strongly encouraged - Aboriginality is a genuine occupational requirement, and documentation may be required to demonstrate.

**To obtain a position description please visit our website:** <https://www.absec.org.au/careers.html>

**For Further information:** please contact Leah Daly [leah.daly@absec.org.au](mailto:leah.daly@absec.org.au) or 0295595299

**To apply:** Address the selection criteria outlined in the position description. Interested applicants are required to address the essential criteria demonstrating their experience against each point, submit a cover letter (maximum 2 pages) and current resume (maximum 5 pages).

**Note:** If applicants do not address the selection criteria the application will not be considered.

**Email applications to:** [recruitment@absec.org.au](mailto:recruitment@absec.org.au)

**Applications Close: COB Friday 22 April 2022.**