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Marketing and Communications Coordinator

Key Position Information	
Job Title:	Marketing and Communications Coordinator
Business Unit:	Corporate Services
Location:	Sydney, NSW
Reports To:	Manager, Communications and Memberships
Status:	Full Time (35 hours / week)
Level:	SCHADS Level 4
Direct reports:	Nil

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), is 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 Marketing and Communications Coordinator will play a crucial role in shaping and maintaining AbSec's brand identity with a focus on copywriting and media management. This role involves producing high-quality, compelling content across various communication channels, including social media, media releases, email marketing, website, and organisational collaterals. Additionally, the role will involve managing media relationships and enhancing AbSec's media presence. Working closely with the Communications and Memberships team and other stakeholders, the Marketing and Communications Coordinator will ensure messaging that enhances AbSec's brand and values, resonates with our target audience, and effectively supports media engagement.

Position Requirements

- Minimum of 1-year relevant experience working within a copywriting, media management, marketing, or communications role.
- Completion or progress towards relevant tertiary qualifications in communication, or other relevant discipline.

Function	Accountabilities
Operational	<ul style="list-style-type: none"> ▪ Craft and disseminate high-quality written materials, including detailed reports, media releases, newsletters, case studies and multimedia content that reflect AbSec's brand voice and appeals to our target audience. This includes but is not limited to EDMs, social media posts, blog articles, website copy, email and marketing campaigns, and marketing collateral. ▪ Project management of the Annual Report, including responsibility for copywriting, quality assurance, and overseeing the approval process. ▪ Maintain and strengthen the AbSec brand voice, personality, and messaging consistency across all channels and touchpoints, ensuring that it aligns with our brand guidelines and communication strategy. ▪ Collaborate with the Communications and Memberships team to develop and report on content strategies and editorial calendars that support our marketing goals and engage our audience effectively. ▪ Assist with responding to the public on social media platforms, ensuring timely, respectful, and engaging communication (a shared responsibility of the communications team). ▪ Attend various AbSec events statewide to craft content that reflects event outcomes, key messages, and community engagement. ▪ Engage in partnerships with AbSec's allies to develop and execute joint marketing campaigns as directed, ensuring alignment and synergy in collaborative efforts. ▪ Stay up-to-date with industry trends, competitors, and best practices in content creation and copywriting to continually improve the quality and relevance of our content. ▪ Meticulously review and refine content produced by other team members to guarantee accuracy, clarity, and compliance with brand standards and strategic communication goals. Implement SEO best practices in content creation to improve search engine rankings and drive organic traffic to our website. ▪ Collaborate with graphic designers, video producers, and other team members to create multimedia content that enhances the impact of our messaging. ▪ Manage relationships with media outlets to ensure broad coverage and maximise visibility of AbSec's initiatives and campaigns. ▪ Undertake other duties within the scope of this role, as directed.
Organisational Contribution	<ul style="list-style-type: none"> ▪ Work collaboratively with AbSec teams to ensure their work is communicated to our audience. ▪ Consistently act in accordance with AbSec's values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision-making. ▪ Comply with AbSec Policies and Procedures. ▪ Participate in organisational and professional development activities, as directed.
Key Relationships	<ul style="list-style-type: none"> ▪ Manager, Communications and Memberships and the Communications and Memberships team. ▪ All staff to ensure robust input into communications activities. ▪ Any community and government stakeholders relevant to the work of the team.

Selection Criteria

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

- Demonstrated experience working in media, or communications, preferably for an Aboriginal organisation, not-for-profit, community services or government organisation.
- Proven media relationship management skills with the ability to craft and pitch compelling media releases. Strong written communication and editing skills with a high-level of attention to detail across multiple formats and targeted to diverse audiences.
- Experience working with email marketing software, website Content Management System, such as WordPress, and Canva and Adobe suite.
- Excellent communication and interpersonal skills.
- 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:

- Understanding of the NSW child protection system.
- Strong content creation for digital and print using Adobe InDesign.
- Photography and video-making skills, including experience with Adobe Photoshop and Adobe Premiere Pro.

Practical Requirements

- Work outside of the normal hours of duty and some business travel may be required.
- 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.