



**AbSec – NSW Child, Family and  
Community Peak Aboriginal Corporation**  
C301-C302, Level 3,  
104 Eveleigh Street, Redfern NSW 2016  
PO Box 3045, Redfern NSW 2016

(02) 9559 5299 | [absec.org.au](http://absec.org.au)

## Manager, Communications and Memberships

Key Position Information	
Job Title:	<b>Manager, Communications and Memberships</b>
Business Unit:	<b>Policy and Advocacy</b>
Location:	<b>Sydney, NSW</b>
Reports To:	<b>Director, Policy and Advocacy</b>
Status:	<b>Permanent Full Time (35 hours / week)</b>
Level:	<b>Level 6 SCHADS Award</b>
Delegation	<b>Operational Manager</b>
Direct reports:	<b>Membership and Events Coordinator PR and Communications Coordinator Digital Marketing Coordinator x 3</b>

About AbSec
<p>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.</p> <p>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.</p> <p><b>Our Vision</b></p> <p>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.</p> <p><b>Our Principles</b></p> <ul style="list-style-type: none"> <li>• <b>Acknowledgement and respect</b> – 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</li> </ul>

- **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

### Position Purpose

The Manager, Communications and Memberships is responsible for the strategic communications and events of AbSec and AbSec LDC and driving the growth and retention of AbSec's membership.. The role will undertake communication and membership strategy development, support media engagement, and work to promote AbSec's public profile that aligns with agreed plans and priorities.

### Position Requirements

- Completion or progress towards relevant tertiary qualifications in communication, marketing or other relevant discipline
- A minimum of 3 years' experience working in media, marketing or communication

Function	Accountabilities
<b>Strategic</b>	<ul style="list-style-type: none"> <li>▪ Advance the positioning of AbSec, as the state's thought leader and peak body for Aboriginal community-controlled children and family services</li> <li>▪ Develop and manage Communications and Media strategy for AbSec and AbSec LDC.</li> <li>▪ Develop and manage Memberships strategy and frameworks for recruiting, retention and engagement of AbSec's membership base.</li> <li>▪ Coordinating the ongoing communications planning and implementation for AbSec, ensuring they meet the organisations goals.</li> <li>▪ Lead development of human-interest stories and content to raise the profile of issues important to AbSec.</li> <li>▪ Support philanthropic, fundraising and partnership opportunities through communications and promotion activities.</li> <li>▪ Managing the organisation's branding, marketing, communications, membership and media functions.</li> <li>▪ Oversee media, including social media, and website content to increase engagement.</li> </ul>
<b>Operational</b>	<ul style="list-style-type: none"> <li>▪ Provide leadership and supervise the performance of the Communications and Memberships team.</li> <li>▪ Coordinate the development of publications such as the Annual Report or relevant print material.</li> <li>▪ Drive the successful delivery of AbSec's annual program of events with the support of direct reports. This includes quarterly sector forums, a biannual conference, NAIDOC family fun day, annual gala dinner and other ad hoc events.</li> <li>▪ Work with other business units to convert their work into strong campaign, advocacy outcomes and initiatives.</li> <li>▪ Identify opportunities to promote the organisation's efforts, achievements and brand.</li> <li>▪ Work within all media platforms to grow, develop and enhance AbSec's public profile and to advance AbSec strategic priorities.</li> <li>▪ Prepare communications and membership reports to support internal reporting.</li> <li>▪ Manage the team budget and report and evaluate the success of activities.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Support the Chief Executive Officer and other members of the leadership team to effectively and meaningfully deliver messages.</li> <li>▪ Undertake other duties within the scope of this role, as directed.</li> </ul>
<b>Organisational Contribution</b>	<ul style="list-style-type: none"> <li>▪ Work collaboratively with members of the Leadership Team to achieve AbSec's strategic goals.</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> </ul>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>▪ Chief Executive Officer and Directors.</li> <li>▪ All staff to ensure robust input into activities.</li> <li>▪ Stakeholders, including members, government agencies and media.</li> <li>▪ Non-government agencies to leverage support and negotiate opportunities or differences.</li> <li>▪ Aboriginal communities, children, young people, and families to source input and create awareness of project objectives.</li> <li>▪ External suppliers including graphic and web designers, PR agencies, etc</li> </ul>

### Selection Criteria

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

- Relevant tertiary qualifications in communication, marketing or other relevant discipline.
- A minimum of 5 years' experience working in media, journalism, marketing or communications, with at least 2 years as a manager.
- Substantial experience in developing and implementing effective, multi-channel communications strategies and/or campaigns.
- Understanding of the principles of brand marketing, with experience in promoting a consistent brand.
- Strong written communication skills across multiple formats, targeted to diverse audiences.
- Strong relationship-building and community engagement skills.
- Experience in media relations, confidence in preparing senior executive staff for media appearances, and strong working relationships with key media contacts.
- Excellent administration, organisation, and time management skills, with a demonstrated ability to plan and manage work priorities and complete concurrent tasks and projects to a high standard within strict deadlines.

#### **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.
- Strategic communications on social policy, advocacy, or systemic reform.
- Photography, video-making skills and experience working with key online platforms.

### 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 - Aboriginality is a genuine occupational requirement, and documentation may be required to demonstrate.