



North Queensland Land Council

Native Title Representative Body Aboriginal Corporation

POSITION DESCRIPTION	
POSITION:	Media Officer (Cairns)
DESCRIPTION:	Provide, maintain, and coordinate communication actions between the NQLC, clients and stakeholders.
TERM:	Ongoing
UNIT:	Corporate Services
LEVEL:	NTRB Officer Level 5
SALARY:	\$86,656.05 to \$97,475.80
REPORTING TO:	Chief Executive Officer

SUMMARY

The Media Officer coordinates the organisation's media and communication activities. They are responsible for advising on and preparing material for the NQLC's effective engagement with its membership, staff and the broader community, providing strategic advice on issues management in the media, and for monitoring media coverage of native title issues and other matters relevant to the NQLC's work.

The Media Officer manages all media enquiries, prepares media releases and background briefings, speeches and other public documents, undertakes media campaigns, and provides advice on the planning and preparation of resource material.

The Media Officer manages the NQLC's social media channels and website in conjunction with consultants who may be contracted to provide services. A requirement of the role includes the development of original content, videography, photography, monitoring, and evaluation of engagement.

The Media Officer is responsible for internal communications and external presentation of the NQLC through newsletters and other publications.

KEY CAPABILITIES:

Management and coordination

- Demonstrate high level communication abilities.
- Demonstrate management abilities: Time management, scheduling and reporting.
- Ability to work unsupervised and be across local, state and federal media.
- Responsible for developing and maintaining the Communication strategy and Communication plan.

- Responsible for formulating forms, content creation and ensuring compliance with media standards.
- Identifying and addressing Intellectual property gaps (*reporting any or all issues to the CEO and PLO*).
- Monitor the Communication policy (*reporting all issues or proposed changes to the CEO*).

Stakeholder engagement

- Foster relationships with NQLC members and Representatives.
- Understand, anticipate and coordinate communication responses for matters within our community (*internal / external*).
- Map and understand stakeholder dynamics to promote value recognition, process alignment and culturally appropriate messaging.
- Understand the lifecycle of a native title claim and formulate work activities in line with the communication plan.
- Demonstrate agility when applying best media response option to capture powerful images and record the stories.
- Coordinate content for the Chairperson.

Written communication

- Seek to demonstrate understanding of our stakeholders and support the positive promotion of the NQLC brand and achievements.
- Write and edit newsletters, speeches, policy, statements, reports, and other documents (particularly the quarterly 'Message Stick' newsletter and the Annual Report) to communicate a clear message in a form appropriate to the audience.
- Recognise the impact of language and tone and use these tools appropriately.
- Research content, understand complex matters and translate into appropriate forms to connect with our audience (cultural context, literacy etc.).
- Ensure professional standards are met (editing, proofreading and copyright content etc.).

Financial

- Commit to delivering services in consideration of cost, time and resource efficiencies.
- Identify opportunities for fee for service contracts.

Occupational Safety and Health

- Actively promote safe working practices across all activities.
- Report all incidents and near misses in accordance with NQLC policies and procedures and legislative requirements.
- Maintain a safe workspace and actively contribute to the health and safety of the workplace by adhering to all health and safety policies and procedures.

Social media and website

- Coordinate, generate and maintain NQLC's online presence.

- Implement social media and website strategies identified within the Communication Strategy.
- Network with other agencies to promote positive community messages.
- Maintain a thorough understanding of website and social media technology.

Brand and reputation management

- Model and plan the organisation's message to enhance NQLC's reputation among stakeholders and members.
- Review and monitor the NQLC's brand/message.
- Identify opportunities for and produce marketing and promotional materials.
- Lead conversations and project planning on promotional opportunities incorporating strategies that address visual appeal, culturally appropriate content and incorporate into design proposals.

SELECTION CRITERIA:

- Qualifications in business management and design, journalism, media or a related field.
- At least 2 years' relevant experience in a Native Title Representative Body or in a similar role.
- Demonstrated strong written and oral communication skills including an ability to write comprehensive, coherent reports with clear conclusions and/or recommendations.
- Proven ability to work to deadlines and manage competing tasks so that all are completed to a satisfactory standard within deadlines.
- Demonstrated ability to contribute as a team member towards achievement of team goals.
- Possess 'high level' administrative skills relevant to the keeping of NQLC work documents in electronic and hard copy in the organisation's filing system.
- Ability to work unsupervised and to take professional direction on all draft versions of allocated written tasks.
- Demonstrated proficiencies across the applications and software products relevant to the position including, but not limited to, the Adobe Creative Suite with a particular focus on InDesign, Illustrator and Photoshop.
- Experience working with First Nations peoples and demonstrated ability to promote recognition and achievements for Aboriginal people in the Native Title sphere.
- Any other personal skills relevant to the performance of the position, e.g., web design, video editing or photography.
- Willingness to travel within the NQLC footprint.
- Current Qld driver license.