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PR and Communications Coordinator

Key Position Information	
Job Title:	PR 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 - \$90,000 + super and salary packaging
Direct reports:	Nil

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>Our Vision</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>Our Principles</p> <ul style="list-style-type: none"> • 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 PR and Communications Coordinator will play a crucial role in shaping and maintaining AbSec’s brand identity and public advocacy profile. This role involves producing high-quality, compelling content across various communication channels, including social media, media releases, email marketing, website, and organisational collaterals. The ideal candidate will have experience in public relations, campaign messaging, and strategic storytelling that engages key stakeholders, including government, community, and media.

Working closely with the Communications and Memberships team and other stakeholders, the PR and Communications Coordinator will ensure messaging that enhances AbSec’s presence as a Peak Body and resonates with our target audience.

Position Requirements

- Minimum of 2-years relevant experience working within a copywriting, media management, marketing, or communications role. Preferably for an Aboriginal organisation, not-for-profit, community services or government organisation.
- 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 and advocacy-driven written materials, including detailed reports, media releases, newsletters, opinion pieces, case studies and multimedia content that reflect AbSec's strategic plan and principles and hold government to account. ▪ Develop AbSec’s Annual Report in collaboration with relevant Managers and Directors. This includes all copywriting and quality assurance under deadline. ▪ 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. ▪ Monitor political and media landscapes to identify and act on opportunities for strategic interventions in public discourse. ▪ Draft responses to government announcements, policies, and inquiries to ensure Aboriginal voices are centred in public debates. ▪ Collaborate with the policy and advocacy team to translate complex policy issues into accessible and emotionally compelling narratives. ▪ Work with Aboriginal organisations, community leaders, and sector partners to co-design advocacy messages and media strategies. ▪ Support Executives by preparing briefing notes and media talking points and, where necessary, represent AbSec in media briefings, interviews, and public forums. ▪ 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 strategic partners to develop and execute joint marketing campaigns as directed, ensuring alignment and synergy in collaborative efforts. ▪ 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.
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Selection Criteria
<p>The occupant of this position will be able to demonstrate the following criteria:</p> <ul style="list-style-type: none"> ▪ 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. ▪ Ability to translate policy and data into accessible and engaging narratives. ▪ Experience in running media campaigns or advocacy initiatives that have influenced public discourse or policy change. ▪ 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. <p>The following are desirable:</p> <ul style="list-style-type: none"> ▪ Understanding of the NSW child protection system. ▪ Experience working in an Aboriginal-led organisation or a strong understanding of Aboriginal self-determination and community-controlled advocacy. ▪ Background in political communications, campaigning, or investigative journalism.

Practical Requirements
<ul style="list-style-type: none"> ▪ 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.