



<b>Position Title:</b>	Video Content Producer	<b>Position No:</b>	DS40
<b>Group:</b>	Governance, Strategy & Communications	<b>Service Area:</b>	Media & Communications
<b>Reports to:</b>	Media & Communications Manager	<b>Direct Reports:</b>	Video Production Officer
<b>Classification Level</b>	Senior Professional Officer (SPO)		
<b>Location:</b>	Darwin	<b>Date Approved:</b>	March 2026
<b>Special Measures:</b>	<i>Yes - Priority Consideration Aboriginal and/or Torres Strait Islander Positions</i>		

## POSITION OVERVIEW

The Video Content Producer is a key member of the Media and Communications Team, responsible for producing high-quality audio-visual and digital content that supports the organisation's communication priorities. The role leads the production of video and multimedia materials across a range of platforms and projects, strengthening Council Members' voices and advocacy on issues important to NLC constituents.

## KEY RESPONSIBILITIES

### LEADERSHIP

- Supervise the unit in alignment with organisational values and conduct standards.
- Create a respectful and culturally safe team environment.
- Provide clear daily direction and task allocation.
- Support staff wellbeing and development.
- Model safe and accountable behaviour.

### STAKEHOLDER ENGAGEMENT

- Maintain professional working relationships relevant to the unit's work.
- Communicate clearly with internal stakeholders and clients.
- Escalate complex or sensitive matters to the Service Area Manager.

### UNIT SERVICE OPERATIONS

- Lead the production team to deliver services in line with the service area's core functions including:
  - Create engaging broadcast quality audio visual and digital content in line with NLC's Interim Communications Strategy, across all stages of production.
  - Support the development and distribution of media releases, including the production of audio-visual content such as Video News Releases (VNRs) and digital content.
  - Assist in the production of the quarterly newspaper 'Land Rights News', with a focus on producing quality still images and supporting audio-visual material.
  - Create content for the NLC website and social media channels including still images, audio and video.
  - Coordinate the audio-visual documentation of NLC meetings, NLC events, community events, cultural events and program activities as required, in consultation with the Media & Communications Manager.
  - Supervise, support and train media and other NLC staff to acquire and improve audio-visual production and post-production skills.



- Maintain a strong knowledge of and keen interest in key issues, news and current affairs relating to Aboriginal Land Rights and our community in general.
- Direct supervision of the Video Content Officer
- Manage and maintain audio-visual production equipment, including overseeing repairs and purchasing of new equipment.
- Work closely with the Media and Communications Manager and the Caring for Country Team to support the video production element of Land and Sea Management communications plans.
- Assist in the creation and implementation of an audio-visual data management and workflow system, and digital asset management system.
- Maintain compliance with relevant policies and procedures.
- Identify operational issues and escalate where required.
- Perform Media and Communication Team administration needs as required, including project management, monitoring mailboxes and ensuring photo/video archives are up-to-date and to a professional standard.

### **PEOPLE MANAGEMENT**

- The role is responsible for supervising the unit workforce and supporting performance at an operational level. It acts within the Management Levels of Authority and is responsible for:
  - Day-to-day supervision of staff.
  - Providing feedback and addressing routine performance matters.
  - Managing attendance and leave within delegation.
  - Operational workforce coordination, including roster planning and short-term resource allocation.
  - Supporting recruitment processes as required.
  - Identifying development needs and supporting on-the-job learning.
- Escalate formal conduct processes, complex performance issues, establishment changes and longer-term workforce planning to the Service Area Manager.

### **WORK HEALTH AND SAFETY**

- Promote safe work practices within the unit.
- Ensure compliance with safe work procedures.
- Monitor and report hazards or incidents.
- Support implementation of WHS requirements within the unit.
- Escalate significant or systemic WHS risks.
- The role is responsible for WHS implementation within the unit but does not hold section-level WHS accountability.

## **AUTHORISATIONS & ACCOUNTABILITIES – INFORMATION SECTION**

### **Financial Authorisation - Band 6**

- Approve routine operating expenditure within unit allocation and authorisation.
- Support procurement processes within approved budget.
- Monitor expenditure within unit responsibilities.
- Escalate budget pressures or financial risks to the Section / Service Manager.

### **Governance Accountability**

- Ensure compliance with policies and procedures in day-to-day operations.
- Maintain accurate documentation and reporting at unit level.
- Escalate compliance or control issues to the Service Area Manager.



### Decision-Making Authority

- Make operational decisions within established procedures.
- Allocate daily tasks and resources.
- Apply policies as written.
- Escalate matters requiring policy interpretation or financial discretion beyond delegation.
- Decision autonomy is operational and bounded by established frameworks.

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## POSITION REQUIREMENTS

### ESSENTIAL REQUIREMENTS

- Bachelor of screen production or relevant qualification in media, communications or relevant work experience in a similar role.
- Minimum five years' experience in media production, with strong skills in video, photography and post-production.
- Demonstrated ability to manage production workflows and equipment.
- Demonstrated capacity to create and manage social media content, and deliver effective visual storytelling.
- Demonstrated high level cross-cultural, interpersonal and verbal communication skills with an ability to effectively liaise, engage and coordinate an array of stakeholders to build productive working relationships.
- Demonstrated project management experience.
- Sound computer literacy skills including advanced Adobe Creative Suite skills (Premiere Pro, Photoshop) and familiarity with other tools such as Canva.
- A current NT C class drivers' licence and a willingness to undertake significant travel to remote areas using 4WD vehicles or light aircraft.
- Working With Children Clearance or ability to obtain one

### DESIRABLE REQUIREMENTS

- Keen interest and knowledge of Indigenous affairs and an awareness of key issues affecting NLC constituents and Traditional Owners.
- Demonstrated understanding of, and interest in, the lived experiences of Aboriginal people in the NLC region.