



Position Title:	Manager Media and Communications	Position No:	DS03
Group:	Governance, Strategy and Communications	Service Area:	Media and Communications
Reports to:	General Manager Governance, Strategy and Communications	Direct Reports:	Media and Communications Team
Classification Level	Management (Service Area)		
Location:	Darwin	Date Approved:	August 2026
Special Measures:	<i>Yes - Designated or Priority Consideration Aboriginal and/or Torres Strait Islander Positions</i>		

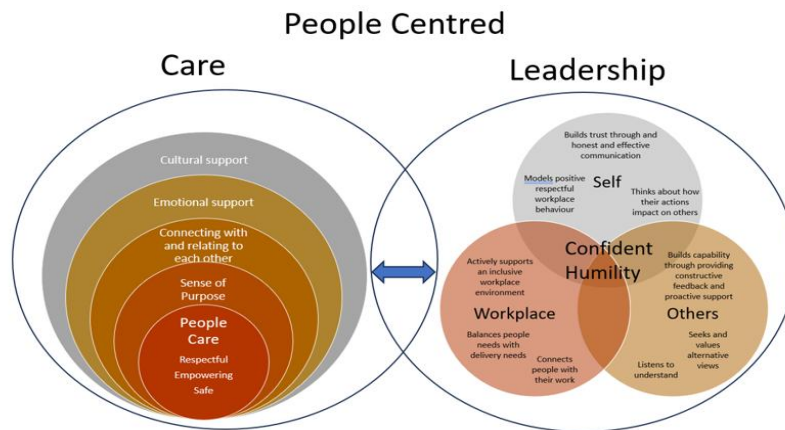
POSITION OVERVIEW

The Manager Media and Communications is accountable for providing leadership to a small team to enhance a positive work environment and deliver high quality outputs in line with our organisational service requirements. As a Service Area Manager this position will ensure that NLC media produces high quality content and effective engagement with media outlets. Content will advance advocacy for issues and celebrate successes of Aboriginal people within our region. This position plays a pivotal role in developing and implementing a revised NLC Media and Communications strategy, that supports our strategic objectives as we transition towards Activating Land and Sea Rights and deliver of the strategy over the coming years. The position is responsible for providing strategic media advice to the CEO, Chair and internal service areas to ensure media and communication activities are targeted and effective.

KEY RESPONSIBILITIES

LEADERSHIP

- Lead by example as a motivating force in NLC's representative role, advocacy role and our statutory functions and drive delivery on the NLC's vision, mission, values and strategic priorities relevant to the Service Area deliverables.
- Actively contribute to the overall culture of the NLC by adopting the principles of the NLC People Centred Care and Leadership model, enabling positive contributions to enhance employee engagement and job satisfaction across the Service Area.
- Lead, motivate, develop, and empowers the defined Service Area Section / Unit teams to achieve NLC strategic priorities, organisational and service area objectives, within a framework that drives accountability and achievement.
- Ensures Section / Unit leaders have a clear understanding of their responsibilities, and encourage open and honest, two-way communication at all levels.



STRATEGY AND PLANNING

- Translate organisational strategy and executive direction into Service Area priorities and integrated plans.
- Oversee development and implementation of Service Area plans including management and NLC Media Strategy and other strategies where applicable.
- Identify and assess emerging issues, risks and opportunities affecting constituents and service delivery.
- Review and assess service areas in order to identify new strategies, initiatives, and innovative courses of action to foster a culture of continuous improvement, implementing approved strategies to ensure the NLC is optimally leveraging opportunities and implementing best practice policies and procedures in accordance with our statutory function.
- Develop time bound action-oriented strategies, campaigns and implementation plans for the Media and Communications team to ensure deliverables are met.
- In conjunction with section / unit leaders develop time bound, action-oriented implementation plans across the Service Area to ensure the achievement of the stated strategic priorities and direction.
- Actively support integration and innovation of strategic planning across the organisation and to foster a spirit of cooperation and mutual support between operational areas in the pursuit of NLC service outcomes.

STAKEHOLDER ENGAGEMENT / RELATIONSHIPS AND ADVOCACY

- Maintain and strengthen collaborative relationships with Traditional Owners in accordance with the TO-centric relationship model.
- Ensure Service Area activities reflect constituent priorities and statutory responsibilities.
- Represent the organisation in engagement with government agencies, funding bodies and external stakeholders.
- Actively assist and implement any change agendas and continuous improvement; informed by the views of the Council, constituents and the SMT proactively facilitating ongoing stakeholder commitment to objectives and implementation plans.
- Identify and pursue funding opportunities, partnerships and collaborations that enhance Service Area outcomes.
- Manage complex, sensitive or high-risk stakeholder matters within delegation.
- Escalate enterprise-level or reputational risks to the General Manager Governance Strategy and Communications.

SERVICE DELIVERY

- Oversee and ensure the effective, compliant and performance-based service delivery of the following Units and or functions of the Media and Communications Service area
 - Lead and oversee media relations, publications, social media, web content, branding and internal communications



- Provide high level media and communications advice to the NLC Chair and Senior Leadership Team on campaigns, messaging and tactics that align with the strategic goals of Council
- Manage relationships with external stakeholders in response to media inquiries and matters
- Develop, implement and monitor communications campaigns for key policy priority areas
- Manage, moderate and create content for, NLC internal and external communication channels including Land Rights News, social media, traditional media, newsletters, speeches, media releases
- Lead, coordinate and deliver NLC stakeholder engagement activities at festivals and events throughout the NLC region
- Proactively engage with internal and external stakeholders to promote the NLC brand and celebrate achievements of Aboriginal people in our region
- Ensure all sections / unit's teams are adhering to all relevant compliance, governance, legislative, business and budgetary requirements within their remit.
- Complete all reporting requirements in relation to your Service Areas statutory obligations and other external / internal reporting are delivered to standard within required timeframes.
- Manage and monitor the Service Areas operational and financial performance and report accordingly.
- Assist with attaining and adhering to any obligations arising from the enterprise risk management framework.
- Oversee the review and subsequent development, implementation and maintenance of policies and procedures to maintain effective and efficient service delivery and business continuity.

PEOPLE MANAGEMENT

- Foster and maintain a People Centred Care management culture ensuring all people management practices are adhered to in accordance with our leadership model, policy, process and using best practice methodologies and pathways across the Service Area.
- Maintain accountability and responsibility for:
 - recruitment of leadership and other critical positions within the team
 - the performance management of direct reports in accordance with the position requirements, NLC's organisational objectives
 - nurturing and developing talent, business continuity plans and workforce succession planning
 - actively supporting relevant Learning and development activities to enhance the service delivery of your team
- Champion and drive key transformative people related initiatives that are designed to guide the NLC into a space of contemporary and culturally safe practice whilst the NLC strives to realise its 'Activating Land and Sea Rights' and 'Building the Bush' strategies

WORK HEALTH AND SAFETY

- Lead by example in promoting a safe, healthy and culturally safe work environment.
- Maintain Service Area compliance with the NLC WHS Management System and legislative obligations.
- Ensure direct reports fulfil their WHS responsibilities.
- Monitor WHS performance and address systemic or emerging risks.
- Lead investigation and response to significant incidents within delegation.
- Escalate enterprise-level WHS risks appropriately.

AUTHORISATIONS & ACCOUNTABILITIES – INFORMATION SECTION

Financial Authorisation - Band 4

- Approve operating expenditure within the Service Area budget and Financial Authorisation (Band 4).
- Approve procurement and capital expenditure within the approved budget and Financial Authorisation.
- Monitor Service Area budget performance and financial risk.
- Contribute to organisational budget development and forecasting.



- Ensure compliance with Financial Authorisations Policy.

Governance Accountability

- Accountable for Service Area compliance with statutory, legislative, funding and policy requirements.
- Accountable for accurate reporting and maintenance of effective internal controls.
- Accountable for identification and management of Service Area strategic and operational risks.
- Escalate enterprise or systemic risks to the CEO or General Manager as appropriate.

Decision-Making Authority

- Exercise independent judgement within governance and delegation frameworks.
- Determine Service Area operational priorities and resource allocation within approved budget.
- Interpret and apply policy at Service Area level.
- Escalate matters beyond delegation or enterprise impact.

SERVICE AREA LEADERSHIP CAPABILITY FRAMEWORK

Accountability and Execution		
Capability	Manage complex and non-complex Service Area priorities at a using contemporary (proactive) and traditional (reactive) approaches to service delivery	
What this looks like	Provide a strategic level of specialist, professional and/ or technical expertise to primarily internal stakeholders on potentially complex, sensitive and contentious matters. Drive a shared sense of purpose and accountability for outcomes across the Service Area.	Translate organisational strategy into operational goals, encouraging innovative thinking and collaborative problem-solving to support forward-looking decisions and effective outcomes. Ensure service delivery complies with relevant policies, regulations, and legislative requirements.
Collaboration and Influence		
Capability	Establish and foster collaborative relationships with internal and external stakeholders	
What this looks like	Builds and sustains relationships with a network of key people internally and externally, leveraging influence to guide and shape decisions. Recognises shared agendas and works toward mutually beneficial outcomes.	Gathers and investigates information from a variety of sources, and explores new ideas and different viewpoints; finding opportunities to share information towards collaborative decision making.
Planning and Direction		
Capability	Assess and explore various opportunities and mitigate or resolve obstacles to accomplish department goals that sustainably support the organisational strategic objectives.	
What this looks like	Considers the impacts of a wide range of issues, capitalises on the expertise and knowledge to anticipate, prioritise and develop business plans using integrated and risk-based methods.	Monitors ongoing service performance, responding to change and uncertainty in a positive and flexible manner, with an approach of continuous improvement.
People-Centred Leadership		
Capability	Model, lead and foster a workforce with shared values, based on proactive wellbeing, inclusivity and safe work culture.	
What this looks like	Lead a culture that that prioritises the well-being of a diverse workforce. Model and lead a high-performance while navigating cross-cultural dynamics, maintaining values, conduct and performance standards.	Acts professionally and impartially at all times and operates within the boundaries of organisational processes. Encourages continuous learning, gives timely praise and recognition and addresses conflict and performance issues to ensure fair, equitable and sustainable outcomes.
Judgement and Discretion		
Capability	Lead and foster effective decision making, taking onto account organisational risk in accordance with established management and governance systems.	
What this looks like	Undertakes objective, critical analysis and distils the core issues. Presents logical arguments and draws accurate conclusions. Anticipates and seeks to minimise risks. Breaks through problems and weighs up the options to identify solutions.	Exercise sound judgement and discretion in complex and sensitive situations, balancing competing priorities and making decisions that reflect the best interests of the organisation and its stakeholders.

Our Land, Our Sea, Our Life



POSITION REQUIREMENTS

ESSENTIAL REQUIREMENTS

- Bachelor of Marketing and Media or equivalent other relevant qualification and / or experience
- Minimum of three (3) years' relevant experience in a leadership role
- Outstanding written communication skills (demonstrated experience with copywriting, editing and proof reading).
- Outstanding understanding of the contemporary media and communications landscape and techniques to communicate effectively with targeted audiences.
- Proactive, a can-do approach and a passion for media relations and creating media stories will be key to your success.
- The ability to achieve results in a fast-paced environment and deliver, as well as juggle multiple projects will form part of your daily routine.
- Demonstrated understanding of, and interest in, the lived experiences of Aboriginal people in the NLC region.
- Ability to travel and work from remote locations across the NLC region
- A current NT drivers' licence.

DESIRABLE REQUIREMENTS

- Sound understanding of the political sensitivities relevant to the environment we operate in.