



Job Title:	Media and Communications, Manager	Position No:	DS03
Group:	Regional Development	Service Area:	Policy and Strategy
Classification Level:	Management		
Reports to:	Senior Manager Policy and Strategy	Direct Reports:	Media and Communications Team
Location	Darwin	Date Approved:	January 2024

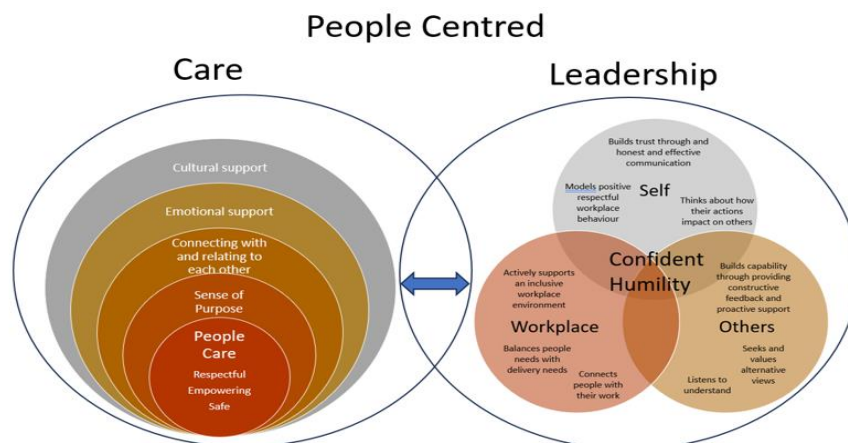
POSITION OVERVIEW

The Media and Communications Manager 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 section lead this position will ensure the NLC media team remains high value by producing informative and engaging high quality content which represents the position of the organisation and its constituents. Content will communicate issues and successes which are relevant and authentic to the communities we serve. This position plays a pivotal role in developing a revised NLC Media and Communications strategy, that supports our strategic objectives as we transition towards Activating Land and Sea Rights and delivery of the strategy over the coming years. The position is responsible for providing services and advice to the CEO, Chair, and internal service areas on external and internal options for the NLC to inform and influence audiences via effective media and communication platforms.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

LEADERSHIP

- Lead by example and demonstrate commitment to the sections service delivery in alignment with NLC’s vision, mission, values and business priorities.
- 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 within the section.
- Lead, motivate, develop, and empower team members to deliver in accordance with the Service Area priorities and Section area objectives, within a framework that drives accountability and achievement.
- Ensure the service team staff have a clear understanding of their responsibilities, and encourage open and honest, two-way communication at all levels.



STRATEGY

- Assist with the review and assessment of service delivery within the section in order to identify new strategies, initiatives, and innovative courses of action to foster a culture of continuous improvement to ensure the NLC is implementing best practice policies and procedures in accordance with our statutory function.
- Develop time bound action-oriented implementation plans for the Media & Communications team to ensure deliverables are met.
- Actively support integration and innovation across the organisation to foster a spirit of cooperation and mutual support between operational areas in the pursuit of NLC service outcomes.

STAKEHOLDER ENGAGEMENT/RELATIONSHIPS and ADVOCACY

- Cultivate and maintain collaborative relationships with relevant key stakeholders where appropriate, including:
 - Traditional Owners (TOs) through engagement with the NLC Chair, Councillors or constituent base which supports the NLC TO centric relationship model.
 - Government agencies.
 - Internal service areas.
- Actively assist and implement any change agendas and continuous improvement as informed and required by the senior leadership in order to facilitate ongoing stakeholder commitment to outcomes.
- Participate in advocacy activities and proactively identify opportunities for partnerships and collaborations that would benefit the media and communications outcomes for NLC constituents.

SECTION OPERATIONS

- Oversee and ensure the effective performance-based service delivery of the Media and communications team ensuring the team are adhering to all relevant compliance, governance, legislative and budgetary requirements within their remit.
- Develop and execute a strategy to deliver media and communications products to external audiences that include a quarterly publication, social media content, media releases, intra and internet sites, and a range of adhoc material.
- Work closely with internal stakeholders to deliver quality media and tailored communication products.
- Supervise and support the ongoing access to an archive of material that is of national significance.
- Implement style and branding requirements to ensure the organisation is professional, recognisable and consistent in its content.
- Oversee and ensure all reporting requirements in relation to our statutory obligations and other external/internal reporting are delivered to standard within required timeframes.
- Manage and monitor the sections operational and financial performance and report accordingly.
- Assist with attaining and adhering to any obligations arising from the enterprise risk management framework.
- Oversee the development, implementation and maintenance of policies and procedures for 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 under the guidance of senior leadership and P&C Advisory services.
- Maintain accountability and responsibility for:
 - Recruitment of vacant positions in the section.
 - The performance management of direct reports in accordance with the position requirements and NLC's organisational objectives.
 - The rostering of resources, timesheets and leave approval.

- Actively supporting relevant learning and development activities to enhance the service delivery of your team.
- Assist with the implementation of 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 and cultivate a work culture and environment that prioritises the wellbeing, health and safety of our staff people centred care and leadership framework.
- Maintain Section team compliance and provide a safe working environment in accordance with, the NLC WH&S Management System and associated policies, procedures and plans ensuring you are fulfilling your duty of care in accordance with the legislative requirements.
- Actively support the review and investigation of critical as well as non-critical incidents and other hazards or risks identified in a timely manner.
- Promote and support organisational work health and safety initiatives.

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).
- Pro-activity, 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.
- A current NT drivers' licence.

DESIRABLE REQUIREMENTS

- Sound understanding of the political sensitivities relevant to the environment we operate in.
- Demonstrated understanding of, and interest in, the lived experiences of Aboriginal people in the NLC region.