

# Position Description



**NORTHERN  
LAND COUNCIL**  
*Our Land, Our Sea, Our Life*

<b>Job Title:</b>	Senior Communications and Marketing Officer
<b>Classification:</b>	SOGB (B)
<b>Position No:</b>	DS32
<b>Branch:</b>	Executive Services
<b>Reports to:</b>	Manager, Media and Communications
<b>Date:</b>	March 2023
<b>Job Title:</b>	Senior Communications and Marketing Officer

## OUR ROLE

The Northern Land Council (NLC) is responsible for assisting Aboriginal people in the Top End of the Northern Territory to acquire and manage their lands and seas under the Aboriginal Land Rights Act (Northern Territory) 1976 (Cth) and the Native Title Act 1993 (Cth).

Nearly 50 years on we continue to serve over 50,000 Aboriginal people of the Top End and remain committed to enhancing Aboriginal peoples social, political and economic participation by supporting their aspirations and amplifying their voices on a range of issues impacting on their lands, seas, culture and communities.

## OUR RESPONSIBILITIES

### Consult

- With Traditional Owners
- Present and explain options to enable them to make decisions and choices with free, prior and informed consent
- Engage in two-way communication to actively listen and explain meaning

### Be Responsive

- To Aboriginal people's needs and effectively advocate for their rights and interests
- Provide effective services to the people we represent and other stakeholders
- Complete actions and tasks in a timely way, be accountable by to the people we represent

### Respect

- Aboriginal law, culture and tradition
- Our stakeholders and those who we work with
- Act with integrity, honesty and fairness
- Act in a manner that is appropriate and sensitive to cultural differences

### Social Justice

- Promote the rights and participation of Aboriginal people to achieve equity, fairness and opportunity
- Demonstrate strong leadership and advocate on behalf of Traditional Owners

## YOUR ROLE

The Senior Communications and Marketing Officer will implement strategic procedures and deliver quality resources and communications across all mediums for the Northern Land Council. They will work collaboratively across the NLC and closely with Traditional Aboriginal Owners toward communication and resource development activities with an aim to raise awareness of the NLC, its projects and its achievements.

## YOUR RESPONSIBILITIES

- Develop and implement communication strategies that privilege an Aboriginal voice in development and implementation. Deliver quality cross-cultural and administrative resources and communications across all mediums appropriate to support engagement between NLC and its constituents, including resources in Plain English and Aboriginal languages.
- Contribute to proactive and reactive media requirements including developing communication strategies, responding to media enquiries and media monitoring. Prepare media releases, speeches and background briefing as required.
- Develop and implement marketing strategies and campaigns, including regular media monitoring and communications data analysis reporting, providing recommendations as appropriate to improve practices and quality.
- Prepare articles, design elements and manage advertising and distribution of Land Rights News, Australia's leading land rights publication.
- Manage and enhance the NLC website and NLC social media presence in accordance with policies.
- Provide quality project management of varied projects specific to marketing, engagement, communications and resource development through rigorous work plans.
- Contribute to the development and implementation of NLC's communication strategy.
- Manage the NLC's presence at festivals, cultural celebrations and other events through the provision of stalls, displays and promotional materials.
- Oversee the processing of media permit applications from journalists wishing to visit Aboriginal land and the approval of media content captured on Aboriginal land.
- Work closely with and provide guidance to Project staff when capturing content to produce culturally appropriate multimedia.
- Maintain a register and manage resources and multimedia, ensuring consistent branding, cultural appropriateness and quality through regular review.
- Identify, mitigate and manage communication risks, including developing any policy or guidelines.
- Support training & development of NLC staff in producing targeted and culturally appropriate communications.
- Build and maintain professional networks across the Northern Territory with internal and external stakeholders, employees and other media outlets.

## YOUR SKILLS AND EXPERIENCE

### ESSENTIAL

- Significant demonstrated knowledge, understanding and respect of Indigenous Australian culture, customs and society. Sound knowledge and understanding of the political, social and economic issues

- affecting Aboriginal people in the Northern Territory and experience in gaining and maintaining credibility with Aboriginal and/or Torres Strait Islander people, communities and organisations
- Tertiary qualification or equivalent experience in communications, marketing or a related field.
  - Demonstrated capacity to provide strategic advice and to work effectively in a sensitive, complex, confidential, cross-cultural and political environment.
  - Proven success in managing and delivering communications projects, such as marketing campaigns, media launches, publications, events management and exhibitions.
  - Proven experience in developing and delivering a range of culturally appropriate multimedia communications and engagement resources as shown in a portfolio of work samples.
  - Demonstrated and established experience in Adobe Creative Suite.
  - Exceptional interpersonal and cross-cultural communication skills, including within cross-disciplinary teams
  - Well-developed writing skills and styles, including plain English.
  - Experience in time management, monitoring and reporting progress and working independently in managing work plans and completing timelines.
  - High level of computer literacy and capability in managing databases
  - Current drivers licence (manual) and willingness to work and travel in remote localities.

### DESIRABLE CRITERIA

- Photography and video creation including editing skills and experience.
- Experience editing, publishing and distributing a news publication across digital and print formats.

### ADDITIONAL REQUIREMENTS

Significant travel to remote areas using 4WD vehicles is involved so possession of a “C” class drivers licence and ability to safely drive a manual 4WD drive vehicles is essential.

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# OUR STRUCTURE

