



POSITION DESCRIPTION

Position Title	Aboriginal and Torres Strait Islander Communications Specialist	Department	Engagement & Support, Public Affairs and Advocacy
Location	Flexible	Direct/Indirect Reports	N/A
Reports to	Strategic Communications Manager	Date Revised	December 2021
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6	Job Evaluation No:	HRC0054202

Red Cross is committed to building long-term and respectful partnerships by working with Aboriginal and Torres Strait Islander people, communities and organisations to determine and lead their own solutions. To support this commitment, Red Cross is determined to build our capacities through meaningful and rewarding employment and Volunteering opportunities for Aboriginal and Torres Strait Islander people.

■ Position Summary

The Aboriginal and Torres Strait Islanders Communications Specialist works closely with the Aboriginal and Torres Strait Islander Leadership Team, Public Affairs and Advocacy colleagues, and a broad range of internal stakeholders.

The successful candidate will deliver communications about Red Cross' work with Aboriginal and Torres Strait Islander peoples, acknowledging culturally significant and appropriate events and moments, and helping people to understand and embrace our reconciliation action plan.

Further, the successful candidate will uphold our brand, values, and behaviours; support our move to become more inclusive and diverse, reflect industry best practice; and ensure that our senior leaders have the tools to communicate our work and its impact.

This position recognises and acknowledges cultural load. This has been considered in the job grade and evaluation of this role.

■ Position Responsibilities

Key Responsibilities

- Support and lead the organisation on delivering its Reconciliation Action Plan (RAP), ensuring all communication requirements reflect a diverse, inclusive and respectful organisation, and are successfully delivered whilst highlighting the contribution of staff, members, volunteers and clients.
- Develop culturally appropriate tools and resources to support marketing and communication campaigns
- Produce compelling narratives and engaging communication pieces for our audiences using story telling curation, a strength-based approach, industry best practice and ethical guidelines to ensure First Nations' people are appropriately represented and portrayed
- Develop and maintain strong networks and connections with internal and external stakeholders

- Implement guidelines for communications practice, including story collection, use of images, content storage and accessibility
- Recommend areas of communication improvement process
- Engage, support, challenge, and influence teams across the organisation to facilitate story collection and communicate their work and its impact clearly and consistently
- Partner with the Aboriginal and Torres Strait Islander Leadership Team to position them as thought leaders and brand ambassadors for the organisation, including conferences, speaking opportunities and social media
- Manage and plan internal and external events of significance, anniversaries, and newsworthy activities
- Provide support and cultural advice into Government Relations, Media, Internal, Strategic, Digital and Creative Communications teams and projects as required
- Provide copywriting, copy editing and production management services, as appropriate, for major organisational publications, including annual reports and plans, strategy updates, significant research reports, and Q&A and front-line messaging
- Help maintain the content library as a central repository of Red Cross key messages, content that tells a story of our impact, images, audio, video and other materials
- Ensure that processes and tools are in place to ensure informed consent, child protection, and privacy and dignity are upheld Red Cross marketing and communication materials
- Participate in an out-of-hours roster as controller of an emergency response team
- Collaborate and share resources with communications teams in other National Societies, the International Federation and the International Committee of the Red Cross
- This role is likely to require travel, potentially including remote parts of Australia

■ Position Selection Criteria

Technical Competencies

- Energy, drive, and experience in strategic communications
- Demonstrated experience in providing high-level communications advice to a range of audiences within an organisation
- Great storytelling skills across a range of mediums, including communication plans, speeches, reports, digital and social media pieces, news articles and social media
- Ability to develop communications that are inclusive, strength-based and reflective of diversity
- Demonstrated ability to advice, build trust, influence and guide colleagues to speak and write simply, clearly and effectively
- Experience in developing communication tools, procedures and templates
- Proven highly developed organisational and time management skills and the ability to navigate complex issues
- Excellent writing, editing and proof-reading capability

Qualifications/Licenses

- Tertiary qualification in communications, journalism, media, marketing or a related field, or equivalent industry experience, considered

Behavioural Capabilities

- **Personal effectiveness | Achieve results** | Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Personal effectiveness | Being culturally competent** | Demonstrated understanding and appreciation of cultural differences and diversity in the workplace. Always displaying respect and courtesy to others and acknowledges cultural heritages and varying perspectives of team members.
- **Team effectiveness | Collaborating** | Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Accountable for own performance and ability to set clearly defined objectives for achievement.
- **Team effectiveness | Communicating** | Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Managing risk** | Demonstrated ability to work within guidelines, policies and procedures. Awareness of risks involved in an individual's role and works toward minimising their impact.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters