



## POSITION DESCRIPTION

<b>Position Title:</b>	<b><i>Communications Coordinator</i></b>
<b>Salary:</b>	<b><i>\$65,000 (Plus superannuation. Salary Packaging Available)</i></b>
<b>Reports to:</b>	<b><i>Community Engagement and Operations Manager</i></b>
<b>Terms of Employment:</b>	<b><i>Fixed Term Contract – 12 months</i></b>
<b>Location:</b>	<b><i>Northcote</i></b>

### 1. Position in Context

The Victorian Aboriginal Education Association Incorporated (VAEAI) was established in 1976 and aims to increase Koorie participation and positive outcomes in education, training and employment. VAEAI also aims to promote awareness of Koorie cultures and educational aspirations to the wider community.

VAEAI is a State-wide community based organisation representing Local Aboriginal Education Consultative Groups (LAECGs), across eight regions in Victoria. LAECGs are the primary source of local advice on education and training matters and participate as equal partners in the planning, development, operation, monitoring and evaluation of education, training and employment programs across at the local level.

In 2016 the Victorian Government together with VAEAI launched the *Marrung – Aboriginal Education Plan 2016 – 2026* to improve early childhood, school education, and higher education and training outcomes for Koorie people in Victoria.

Marrung sets out the blueprint for Koorie learners across the life course from early childhood through to schools, and vocational education and training (including higher education). VAEAI, is the principal partner to the Victorian Department of Education and Training, in co-design and supporting the implementation of Marrung.

The Communications Officer is responsible for supporting VAEAI's internal and external communications strategy, writing and distributing promotional material and responding to general inquiries from the public and media.

### 2. Organisational Responsibilities

The Communications Officer:

- 2.1 Reports to the Community Engagement and Operations Manager
- 2.2 Supports the VAEAI leadership team in the development of strategic plans and communications strategies
- 2.3 Works with the VAEAI team to complete urgent tasks as determined by the General Manager.

### 3. Communications Officer Responsibilities

- 3.1 Work with the VAEAI Leadership Team to develop and implement a Communications Strategy targeted to key stakeholder groups
- 3.2 Write, edit and distribute content including publications, press releases, web content, annual reports, speeches and other material that promotes VAEAI's activities and events
- 3.3 Act as first point of contact regarding media enquiries and provide assistance to the Leadership Team in relation to developing appropriate responses
- 3.4 Support VAEAI staff in the development and coordinate the distribution of all VAEAI media releases
- 3.5 Maintain records of media coverage and provide regular reports to the General Manager and Senior Managers on media activity
- 3.6 Manage social media strategy and support staff to promote and report on VAEAI activities and events on Facebook, Instagram, Twitter and other relevant social media platforms
- 3.7 Manage VAEAI's website and work with staff to ensure up to date, relevant and interesting "news" is captured and promoted
- 3.8 Support staff in the development of compelling and effective funding submissions including the development and maintenance of the VAEAI "back story".

### 4. Key Competencies/Selection Criteria

- 4.1 A sound knowledge of Koorie culture, communities and networks and an understanding of the issues that affect Koorie people particularly their participation in education and training
- 4.2 High level written and oral communication skills and ability to present innovative ideas to further the goals of the Koorie community in relation to education and training
- 4.3 Well-developed editing and presentation skills
- 4.4 Understanding of and capability in systems thinking/ approaches
- 4.5 Exceptional planning and coordination skills
- 4.6 Research and analysis skills with a high level of attention to detail
- 4.7 Well-developed skills in establishing and managing stakeholder relationships
- 4.8 Experience and confidence in the use of digital media
- 4.9 Well-developed time management skills
- 4.10 Sound computer skills including a good working knowledge of Word, publishing software, Excel, PowerPoint, email, and internet

### 5. Personal Attributes

- 5.1 **Creative and innovative:** looks for new, better and smarter ways, considers a range of options, is open to change and alternatives.
- 5.2 **Self-disciplined:** manages own time to achieve outcomes, avoiding distraction and diversions.
- 5.3 **Resilient:** overcomes obstacles and impediments to get things done, recovers from setbacks, learns from experience and identifies areas for self-improvement.
- 5.4 **Collaborative:** works with others to achieve common goals and inspires trust.
- 5.5 **Flexible:** prioritises work and takes advantage of emerging opportunities.

## **6. Other Desirable Skills, Knowledge or Experience**

- 6.1 Knowledge of current Victorian education and training policies, programs and priorities
- 6.2 Qualifications in Education or related fields and/or willingness to undertake training.
- 6.3 A current Working with Children's Check
- 6.4 A current Victorian Driver's Licence and capacity and willingness to travel throughout Victoria when required.