



Role Title:	Media and Communications Manager	Reports to:	Chief Executive Officer
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Primary Location:	Kalimna West or Traralgon	Employment Type:	Contract
Hours	Part-time TBC	People Leader:	Aboriginal Trainees
Line of Business:	Whole of Organisation	Job Level:	Manager

Role Purpose: The Media and Communications Manager is a strategic thinker who will work collaboratively across the organisation to build the reputation and profile of Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) to establish GLaWAC's as a sustainable aboriginal corporation within the Gippsland Region on all matters concerning Native Title, cultural heritage and land, water and natural resource management. The role will mentor and support Aboriginal trainees in the functions of Media and communications.

The role is responsible for establishing and implementing communications strategies, services, products, tools and advice for external and internal stakeholders. This includes; media, marketing/public relations, social media, event management, community engagement programs communications to meet business objectives. You will report directly to the CEO.

Role Accountabilities

Strategy	<ul style="list-style-type: none"> Support the development of the media and communications strategy for GLaWAC to build and maintain a positive public image of GLAWAC that is consistent with the Values of the traditional owner Elders and community Develop GLaWAC's Brand Strategy and guide to ensure consistency across all internal and external communication channels including the website, social media and all publications.
Employee Value Proposition	<ul style="list-style-type: none"> Develop and deliver a clear brand and employee value proposition, in partnership with the HR Manager, that aligns with GLaWAC's growth objectives and desire to build a strong presence as an employer of choice across the Gippsland region.
Strategic Communications	<ul style="list-style-type: none"> Develop holistic communication strategies and provide an advisory function that identifies targeted objectives, opportunities and risks, key messaging, Q&As and approaches for various audiences, channels and stakeholders Develop internal and external communication initiatives, including community consultation forums, Gunaikurnai newsletter, website, corporate presentations and speeches Support GLaWAC employees for media speaking events Support project managers with communications planning to ensure brand alignment and increased market presence Manage strategic communications on behalf of or in conjunction with the Board Manage significant communications projects with third parties e.g the upcoming internet integration project Proactively seeks opportunities to promote GLaWAC through media channels Design and deliver GLaWAC's social media program Project management of the creation and development of large-scale events such as AGMs, Cultural days, festivals, conferences, ceremonies, or conventions.
Internal Communications	<ul style="list-style-type: none"> Provide guidance to ensure all day to day communications are effective and consistent with CEO directed priorities. Support Line Management in the generation and collection of images, stories and material for Newsletters, Media releases and other required information products. Provide support and direction to ensure there is effective two-way internal communication
Other	<ul style="list-style-type: none"> Must always demonstrate the GLaWAC values

Specific Role Competencies

Essential	<ul style="list-style-type: none"> Extensive experience in journalism, media, social media, public relations, strategic communications, brand marketing and professional communications ideally gained in community organisations. Involvement in programs that demonstrate an understanding of the communication values of the Gunaikurnai Extensive program and project communications experience Extensive experience in event management
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GLaWAC Values: Respect – Encourage – Service – Persistence – Empathy – Courage – Teamwork



	<ul style="list-style-type: none"> • Excellent networker with strong internal and external communications knowledge and skills • Ability to build stories and narratives that are engaging and informative • Experience in providing advice to senior stakeholders in a sensitive, complex environment • Friendly, team orientated and able to work independently in line with corporate requirements
Highly Desirable	<ul style="list-style-type: none"> • Bachelor's degree in journalism, public relations, marketing or related field • Knowledge of Gunaikurnai culture, values, aspirations and customs and experience working with the Gunaikurnai people, community and key organisations and stakeholder groups • Experience working with Aboriginal people, including a demonstrated ability to communicate and engage sensitively and effectively with Traditional Owner led communities and organisations, knowledge of the social and cultural issues they experience along with a genuine appreciation and respect for their culture • Experience mentoring and leading Aboriginal people

Core Leadership Capabilities

CAPABILITY	BEHAVIOUR
Business Acumen	<ul style="list-style-type: none"> • Understands GLaWAC, what we do and don't do and the role in the community • Considers the commercial impacts for GLaWAC when making decisions • Can articulate the business issues that impact their team • Looks for opportunities to grow the GLaWAC business • Shares knowledge of business with team and peers • Looks outside their own area/department to understand the business and commercial issues that may affect them
Strategic Leadership	<ul style="list-style-type: none"> • Understands GLaWAC's strategic vision and annual business objectives • Effectively communicates the vision and strategy with team members to ensure they understand how they apply to them • Adds value to the effective work of the Executive team in GLaWAC.
Collaboration & Stakeholder Management	<ul style="list-style-type: none"> • Works collaboratively with peers and other teams • Builds and maintains relationships with peers and has superior relationship building
Communication	<ul style="list-style-type: none"> • Listens to the points of view of others and respects what they have to say and do • Communicates effectively and persuasively with all staff and individuals (both written and verbal). • Thinks on their feet to present concepts and solutions • Develops strategic communication/ engagement plans/ reports • Effectively manages conflicts
Delivery Focus	<ul style="list-style-type: none"> • Consistently delivers timely and quality outcomes and encourages the team to do the same • Provides coaching and guidance to team members to ensure they know what they need to deliver (what and by when) • Is solutions focused and empowers people to resolve issues • Takes responsibility for team performance and does not make excuses • Demonstrates the resilience to keep moving forward when faced with business challenges
Develops Others	<ul style="list-style-type: none"> • Places a priority on building and developing the team and provides clarity on roles and responsibilities and links to business outcomes • Leads by example – encourages and supports their team to achieve their best • Helps others to learn and develop, recognises, rewards and celebrates success • Role models the GLaWAC values and encourages the team to do the same • Exemplifies inclusive leadership • Ensures the team has the right skills, capabilities and "tools" to deliver on their objectives
Manages Self	<ul style="list-style-type: none"> • Is self-aware; knows personal strengths, weaknesses, opportunities and limits • Is cool under pressure, does not become defensive • Is open to and seeks feedback • Learns from mistakes

Mandatory Licence and Checks

- Mandatory Zero tolerance Drug and Alcohol Testing
- Current Victorian Manual Driver's Licence
- Police check



Key Relationships

Internal

- Executive
- All Leaders
- Board of Directors
- All employees

External

- Strategic Partners
- Government Agencies
- Media channels
- Brand and Marketing Agencies
- Aboriginal and Torres strait islander community