

Position Description **FM 2-6140**
Media and Communications Officer



Position Title	Media and Communications Officer	Department	Business Development
Location	Darwin	Date Revised	17/08/2022
Reports to	Executive Manager, Partnerships and Growth	Employment Type	Full Time

Carers NT values its workforce members. We aim to provide workforce members opportunities for consultation; involvement and development, job satisfaction and in a workplace where people enjoy coming to work.

Carers NT workforce members are committed to the outcomes of the Organisation by being engaged, creative, innovative and proactively identifying continuous improvement opportunities. By accepting accountability, acting reliably and responsibly, and demonstrating loyalty, we preserve an environment that supports sincerity, honesty, ethical behavior resulting in a high level of trust between our community and each other.

Position Summary

The person in this role will work closely with the Executive Manager Partnerships and Growth and is responsible for developing, implementing and leading communication and external relations activities across a broad range of channels.

Position responsibilities:

- Manage a calendar of activities and promotional events which includes but not limited to, Carers Week, Annual charity golf days, anniversary celebrations, radio and television advertising, social media platforms
- Monitor the calendar of activities and promotional events and provide reporting which drives continuously improved performance
- Build and maintain positive relationships with internal and external stakeholders
- Write, edit and distribute content, including publications, website content and social media platforms, annual reports, speeches and other marketing material that communicates the organisation's activities and services.
- Ordering of promotional goods within identified budgets, which includes brochures and flyers, staff uniforms, business cards, promotional items for markets and shows, banners and motor vehicles.
- Write media releases, respond to media enquiries (in conjunction with the CEO), secure media coverage of key initiatives, arrange interviews, video and photo shoots and monitor media coverage.
- Developing and managing marketing and communication budgets
- Build excellent relationships with media and creative agencies to ensure best in class outcomes for the brand
- Own your role within the business, work closely with the existing management team to keep moving forward and increase engagement.

Revision: V.2.1 Sponsor: Human Resources	Position Description	Page 1 of 2
Issue Date: August 2022	FM 2-6140	Review date: August 2024

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Selection Criteria:

Essential:

1. 4+ years experience in the communications and marketing sector.
2. A demonstrated history of success in creating and executing marketing and communications plans in a not-for profit or commercial environment
3. Exceptional interpersonal skills, including the demonstrated ability to collaborate and maintain professional working relationships at all levels of an organisation.
4. Strong skills in digital marketing, social media, social advertising and website platform management, analytics, and tracking.
5. Demonstrated ability to be a confident, energetic, and positive leader who contributes to organisation culture.
6. Outstanding verbal, and written communication skills with a high level of accuracy and attention to detail.
7. A bright, outgoing personality who enjoys customer/stakeholder interaction and can demonstrate business improvement/growth through marketing activities
8. Highly developed communication, negotiation, influencing and people management skills
9. Self-motivated and driven to achieve targets.

Desirable:

1. Tertiary qualified in Marketing, PR or similar discipline and
2. Knowledge and experience in the Carer services, NDIS and Aged Care Services sector advantageous, but not essential
3. Photography skills.

Revision: V.2.1	Media & Communications Officer	Page 2 of 2
Sponsor: Human Resources		
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