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# Position Description

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## Media and Communications Coordinator

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### Winda-Mara Aboriginal Corporation

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Winda-Mara Aboriginal Corporation (Winda-Mara) is a community-controlled organisation located in South West Victoria with offices in Heywood and Hamilton. Winda-Mara was established in 1991 as a result of members within the community wanting to provide better health, education and employment opportunities for Aboriginal and Torres Strait Islander people living in the area and has a membership base of over 200 members.

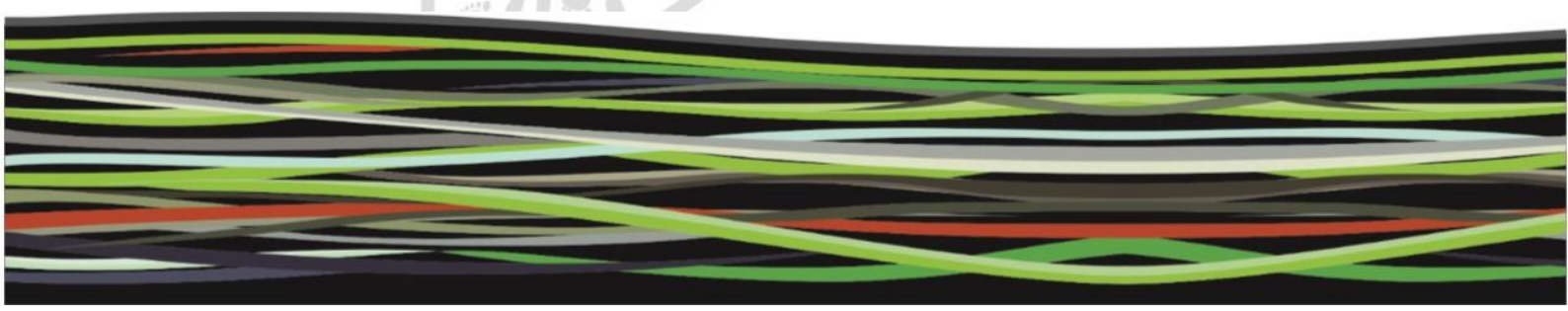
Winda-Mara employs over 75 people and has a key focus to provide opportunities for Aboriginal and Torres Strait Islander people to participate and access culturally appropriate services. Winda-Mara believes that culturally appropriate services will ensure a balanced approach, by working with people, rather than for people will provide equality and self-determination. Winda-Mara provides a range of services to Aboriginal and Torres Strait Islander people and their families across Heywood, Hamilton, Portland and surrounding areas over a number of programs: Land Management, Family Services, GP Clinic and Allied Health, Health Promotion and Prevention, Community Wellbeing, Culture and Tourism, Governance and Administration and Kinship Care and Support.

Our Vision: *“That Winda-Mara Aboriginal Corporation is recognised as a progressive leader and a catalyst for positive change enabling Aboriginal people in Victoria’s far south-west to lead fuller lives”.*

Our Vision will be achieved by focusing on four themes and these are:

*“People” “Organisation” “Country” “Culture”*

*“Mara” “Kooyoorn” “Meerang” “Culture”*



Position: Media and Communications Coordinator

Reports to: Executive Manager, Corporate Services

Award Classification: Social, Community, Home Care and Disability Service Industry Award 2010

Level 4 pay point 1 to pay point 4 depending on qualification and experience

Remuneration: Between 74,179.04 and \$79,810.64.88 pro-rata per annum, plus superannuation.

Salary Packaging: Range of salary packaging benefits are offered to part-time and full-time employees.

Location: Primarily based at 21 Scott Street Heywood and Hamilton but may be required to work at other Winda-Mara sites.

Hours of Employment: 15.20 hours, 2 days per week

Contract Period: 12-month Contract

Probationary Period: A six-month probationary period will apply.

Enquiries and Applications Addressing the Key Selection Criteria to: People and Culture Unit, at PO Box 42 or 21 Scott Street, Heywood, Vic, 3304 or email [peopleandculture@windamara.com](mailto:peopleandculture@windamara.com)

Closing Date: Monday 13<sup>th</sup> December 2021.

Interviews will be held on: Thursday 16<sup>th</sup> December 2021.

## Primary Purpose of Position

This position will be responsible for the development and management of all Winda-Mara's marketing and communication strategies and activities.

## Key Responsibilities

- Develop and deliver an effective and creative media and communication profile within and external for the organisation
- Ensure that publications, media, and visual communications are developed in a way that supports WMAC strategic plan and communications strategy
- Build and manage effective relationships with internal stakeholders to ensure good and consistent information flow
- Provide advice and support to management team and executive in respect to proactive media strategies and management issue that may arise from time to time
- Development of cross organisational messaging and the oversight of implementation
- Oversight and coordination of brand development for the whole of organisation
- Managing event media and publicity enquiries
- Manage and update Winda-Mara's website
- Produce a regular Winda-Mara newsletter
- Attend relevant training and information sessions
- Adhere to all organizational policies, procedures, standards, and practices.
- Act only in ways that advances Winda-Mara's objectives, values, and reputation.
- Other duties, consistent with skills and experience, as directed by line management.

## Qualifications and Experience

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field.
- Demonstrate ability to Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction in a fast-paced environment.
- Demonstrated ability to develop, maintain and deliver event marketing strategies
- Experience managing relationships with media and other stakeholders

## Key Selection Criteria

- Demonstrated understanding and commitment to Aboriginal Health, Community and Family Services and Aboriginal Culture
- Sound knowledge and understanding of local Aboriginal Culture, values, needs, issues, and the ability to effectively communicate with Aboriginal community/people
- Highly developed written communication skills, with proven ability to prepare a range of documents including reports, and general correspondence
- Excellent interpersonal and communication skills to liaise effectively with a wide range of people at all levels. An ability to develop and maintain effective working relationships, characterized by cooperation, trust and mutual respect

## General Terms of Employment

- All employees agree to abide by Winda-Mara's Policies and Procedures and Code of Conduct
- All employees agree to act in a safe manner to provide a safe working environment
- All employees agree to participate in an Annual Performance Review and any other review processes
- Winda-Mara will support employees to successfully perform their role through training and other support as appropriate.
- Attend and participate in team/divisional activities, meetings, and day to day work activities demonstrating respect and consideration for individuals and their experiences and expertise
- Communicate constructively to other team members and/or company employees
- Be aware of and communicate to other employee's opportunities for improvement in processes, practices, or procedures
- Actively work with and support other team members and/or employees to achieve organisation's goals.

## Conditions of Employment

- Drivers Licence
- The successful applicant must provide a National Police Check
- Working with Children Check prior to commencing work
- Must provide evidence of Certificate of Covid vaccination or medical exemption
- After hours and weekend work may be required
- Pre employment declaration