



NUNKUWARRIN YUNTI OF SOUTH AUSTRALIA INC

182 – 190 Wakefield St, ADELAIDE 5000

JOB & PERSON DESCRIPTION

POSITION TITLE:	CLASSIFICATION LEVEL:**
Communications and Promotions Officer - Tobacco	Corporate Services level 5
PROGRAM:	SECTION:
Tackling Indigenous Smoking	Community health Promotion
TENURE/STATUS:*	LOCATION (if other than Wakefield Street Adelaide):
Ongoing, Subject to funding	Kilburn Office
POSITION REPORTS TO:	WORKS CLOSELY WITH:
Team Manager – Population Health - Tobacco	Tackling Indigenous smoking community engagement workers Regional network tackling smoking workforce Internal stakeholders External stakeholders

1. PURPOSE STATEMENT

Brief statement of the key responsibilities/prime function of this job:

Nunkuwarrin Yunti aims to promote and deliver improvement in the health and wellbeing of all Aboriginal and Torres Strait Islander people in the greater metropolitan area of Adelaide and to advance their social, cultural and economic status. The Organisation places a strong focus on a client centred approach to the delivery of services and a collaborative working culture to achieve the best possible outcomes for our clients.

The Tackling Indigenous Smoking program aims to reduce smoking prevalence rates in Aboriginal and Torres Strait Islander people who reside in metropolitan Adelaide by providing an innovative population health program that encourages changes in smoking behaviours and attitudes. The program delivers services that undertake evidence based tobacco control activities that are tailored to meet the needs of the local Aboriginal community.

The team is responsible for coordinating and delivering population and preventative health activities that promote lifestyle changes that reduce the risk of the onset of chronic diseases caused by tobacco. With the support of the Tackling Indigenous Smoking team this position will facilitate culturally appropriate community education, health promotion and social marketing activities that promote quitting, smoke-free environments and encourage attitudinal and behavioural change.

Under limited direction from the Team Manager – Population Health (Tobacco) the primary role of the communications officer is to:

- Assist with the development and implementation of localised innovative communication and public engagement strategies inclusive of digital campaigns that engage the Aboriginal and Torres Strait Islander community.
- Help to build the programs public image, and increase public recognition through development and management of social media, print, online, radio, website and email communications;
- Ensure all program content is up to date, appropriate, relevant and engaging for the target audiences.

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Equitable

Culturally Appropriate

- Assist with the management, implementation and logistics of key stakeholder community events, displays and launches.
- Support the develop of systems and maintain records that provide for the proper scheduling, control, evaluation and analysis of communication activities.
- Prepare reports and track progress across all communication activities identified within the action plan.
- Work with program staff on an ongoing basis to gather newsworthy stories and evidence of our work for public dissemination through our various external communication points.
- Work with the team Manager to appropriately engage with external stakeholder's partners and funders when required.

2. KEY RESPONSIBILITIES/DUTIES

(Identify the significant services of work, which are the key outputs of the position)

KEY RESPONSIBILITIES (Outputs of the job)	PERFORMANCE MEASURES (Measures the outcome of the following activities by quantity, quality, or timelines.)
Core program activities-communications and social media management	<p>Assist with the development and implement localised innovative communication and public engagement strategies inclusive of digital campaigns that engage the Aboriginal and Torres Strait Islander community.</p> <p>Plan, write, edit and publish a range of documents of a consistent and appropriate tone for use across varying contexts including media releases, blog posts, campaign materials, e-newsletters and printed promotional materials.</p> <p>Proof and edit content produced by staff members and/or program participants for public dissemination.</p> <p>Maintain and update information as well as engage with users of social media sites such as Facebook, twitter and blog sites.</p> <p>Support staff to promote the program and effectively use various resources.</p> <p>Plan and manage budget allocations alongside the team manager for relevant activities.</p>
Resource development	<p>Help the development, design and supervise the production of promotional brochures, handouts, pamphlets, videos, photographs, films and multimedia programs.</p> <p>Ensure adequate resources are available for the community engagement officers to deliver the program and achieve program objectives.</p> <p>Work with program staff on an ongoing basis to gather</p>

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	<p>newsworthy stories and evidence of our work for public dissemination through our various external communications points.</p> <p>Ensure all program content is up to date, appropriate, relevant and engaging for the target audiences</p>
Networking, program promotion and event management	<p>Plan, coordinate, and implement community events that engage the target audience and promote key program messages for example such as open days, fun runs, education sessions, Nunga lunches etc.</p> <p>Develop effected networks with relevant organisations and community groups to encourage a coordinated approach to tackling smoking and health lifestyles.</p> <p>Organise and/or partner with others to deliver events, activities and information sessions and/or displays at a range of venues an community events that promote informed decision making in relation to smoking and associated lifestyle factors</p> <p>Plan, coordinate and implement activities that provide sponsorship for individuals, families or events that promote program ambassadors or smoke free events.</p>
Administrative Activities	<p>Assist in the review and development of systems and procedures that improve the efficiency and effective of all team communications and provide quality services to the target audience.</p> <p>Develop systems and maintain records that provide for the proper scheduling, control, evaluation and analysis of communications activities.</p> <p>Prepare reports and track progress across all communication activities.</p> <p>Participate in program evaluation and associated activities aimed at ensuring quality outcomes are archived.</p> <p>Ensure secure management of files and compliance with privacy policies and legislation.</p>
Team & Organisational Activities Maintain positive working relationships with other team members and staff of other Programs. Work as a member of a multidisciplinary team with commitment to shared ideas and common goals. Participate in working groups and activities.	<p>Contribute to and support positive team morale by actively and regularly participate in team planning activities and team meetings.</p> <p>Actively develop and maintain effective internal and external networks in a professional manner.</p> <p>Contribute to the development and implementation of Program policies and procedures.</p> <p>Work collaboratively with and support other Nunkuwarrin Yunti colleagues and teams where required.</p> <p>Contribute to Annual planning activities of the Program.</p>

	<p>Participate in internal working groups, committees and organisational activities where requested and/or willingly volunteer to contribute to organisational activities.</p> <p>Promote and present a positive image of Nunkuwarrin Yunti to other staff, clients and the community in general.</p>
<p>Professional Development</p> <p>Foster a professional counselling environment through delivering culturally safe services to Nunkuwarrin Yunti clients.</p>	<p>Attend professional development training courses related to effective delivery of the program</p> <p>Attend professional meetings as required such as reflective practice, multi-disciplinary, debriefings.</p> <p>Actively participate in workplace practice supervision meetings and other team meetings as required.</p> <p>Participate in training for self care and undertake regular performance development reviews.</p>

3. SELECTION CRITERIA

ESSENTIAL – includes qualifications, skills, experience and knowledge.

- A minimum of substantial vocational skill and experience to sufficiently perform the role or communications and media officer or Certificate IV level, or higher level qualification in media and communications, marketing, social science, or other relevant vocational qualifications.
- Demonstrated ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.
- Demonstrated high level written and verbal skills, with the ability to communicate clearly, decisively and effectively with relevant groups ranging from senior management to frontline Aboriginal workforce as well as the Aboriginal community.
- Experience in the Development and implementation of localised innovative communication and public engagement strategies inclusive of digital campaigns that engage the Aboriginal and Torres Strait Islander community.
- Demonstrated experience developing and implementing innovative and effective strategies to engage the Aboriginal community in discussing various topics.
- Significant experience in project management and working within a project team environment, preferable as a senior project member.
- Experience in the planning, implementation and tracking of short –term projects that have a specified deliverables.
- A demonstrated high level of computer literacy and ability to navigate a number of platforms inclusive of Microsoft word programs, client database systems and social media sites.
- Proven ability to work independently under limited direction and identify performance outcomes, plan activities and set priorities to achieve objectives and meet deadlines.
- Highly developed coordination and follow up skills to meet organisational and key stakeholder needs in a timely manner

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- Experience working in population health programs with Aboriginal people, organisations and communities
- Experience working in a communications/public relations or social media roles
- Experience managing and supporting large and small stakeholder events
- Experience with graphic design and competency with Adobe Creative Suite
- Experience securing and managing media opportunities and relationships

4. APPOINTMENT CONDITIONS

Special Conditions and Status

1. Full time position, 38 hours per week.
2. The tenure in this position is subject to funding continuing.
3. Some out of hours work may be required.
4. Some intrastate travel may be required.
5. Appointment is subject to a satisfactory National Police Clearance Certificate.
6. Subject to 6 months satisfactory probationary period unless the appointee is a current employee of Nunkuwarrin Yunti and has completed the required probationary period prior to being appointed to this position.
7. Salary Sacrifice, Superannuation Employer contribution.
8. Current South Australian full Driver's Licence and willing to drive in the course of work activities.
9. Conditions of employment are in accordance with the terms and conditions stated in the relevant Enterprise Agreement.

5. PERFORMANCE/SKILL STANDARDS

Performance will be measured and assessed against objectives set out during the performance agreement and in alignment with the job and person specifications for the role.

6. OCCUPATIONAL HEALTH AND SAFETY

Follow defined occupational health and safety legislation, and Nunkuwarrin Yunti's policies and procedures related to the work being undertaken in order to ensure own safety and of others in the workplace.

Take such action as is within your competence and responsibility to report or make recommendations to a higher level representative as you deem necessary, to avoid, eliminate or minimise hazards of which you are aware in regard to working conditions or practices.

Keep work areas in a safe condition and report any near accident, accident or injury, which arises in the course of your work.

7. RESPONSIBILITY STATEMENT

Contribute to the maintenance of a healthy, safe and equitable working environment by maintaining knowledge of and adhering to the principles and standards of Equal Employment Opportunity legislation that ensures all employees in the workplace are treated in a fair and equitable manner, free from discrimination, bullying and harassment.

Recognise that confidentiality will be abided by at all times in line with Organisational policy and respect

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the cultural sensitivity of all clients/customers of Nunkuwarrin Yunti of South Australia Inc.

Abide by the policies and procedures of Nunkuwarrin Yunti of South Australia Inc.

8. CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements for the job.

Duties and responsibilities for this position should not be considered definitive. Duties may be added, deleted or modified, in consultation with staff, as necessary.

Employee Statement:

As occupant of this position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

Name

Signature

Date

Job and Person Description Approval

Date approved: / /

PROGRAM MANAGER Name: Signature:	CHIEF EXECUTIVE OFFICER Name: Signature:
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