



RUMBALARA
ABORIGINAL CO-OPERATIVE LTD.

Position title	Communications and Public Relations Manager This is an Aboriginal and/or Torres Strait Islander designated position, classified under Section 12 Special Measures of the Equal Opportunity Act (2010). This employment opportunity is only available to Aboriginal and Torres Strait Islander peoples.
Position number	P2106
Employment status	Full time
Department	Chief Operating Officer
Location	Archer Street, Mooroopna
Position reports to	Chief Operating Officer (COO)
Award	Aboriginal and Torres Strait Islander Health Workers and Practitioners and Aboriginal Community Controlled Health Services Award 2020
Classification	Level based on qualifications and experience

ABOUT THE ORGANISATION

Rumbalara Aboriginal Cooperative (RAC) is recognised as a leader among Aboriginal community-controlled organisations, maintaining a high profile in the public and private sectors across research, consultancy, policy development, and partnerships. RAC operates in a culturally appropriate, sensitive, community-controlled environment that maintains a holistic approach to service provision and emphasises the importance of family and community.

RAC has been a resource, service provider and enabler of the Aboriginal and Torres Strait Islander communities of the Greater Shepparton region since 1980. RAC is a cooperative working to provide a range of supports and services including:

- Health and Wellbeing
- Positive Aging and Disability Services
- Justice and Community Services
- Asset and Infrastructure Services / Housing
- Engagement & Family Services
- Corporate Services

RAC has an annual budget of \$35+ million and a workforce of approximately 300+ people. RAC is a significant employer and economic contributor to the region and plays a high-profile leadership role as one of the larger Aboriginal organisations in Australia. RAC is committed to ensuring the Aboriginal people in the Goulburn Valley have certainty of access to community-controlled services.



ROLE PURPOSE
<p>Responsible for leading and managing Rumbalara Aboriginal Co-operative Limited communications and public relations strategy, successfully executing campaigns, and providing advice to senior managers and other stakeholders on effective communication and public relations strategies and messages to targeted audiences. The role is also responsible for internal communications on behalf of senior leadership, and in support of various initiatives.</p>
KEY SELECTION CRITERIA
<p>Qualifications and Registrations:</p> <ul style="list-style-type: none"> • Are not required but are valued in relevant field. <p>Knowledge and skills:</p> <ul style="list-style-type: none"> • Experience in working in an Aboriginal organisation and/or an understanding of Aboriginal culture and history. • At least five (5) years of experience in communications and marketing, Aboriginal Community Controlled Organisation, agency, or larger not-for-profit experience preferred. • Excellent written and verbal communication with research skills, speech, and brief writing experience highly valued. • Excellent organisational skills, detail oriented, ability to prioritise and multi-task and meet deadlines. • Adept at building internal and external relationships/dialogue to facilitate the process. Able to serve several audiences while remaining committed to generating the right result. • Solid organisational, project management and multi-tasking skills that engage people across staff and departments and enable activities to move forward based on priorities and deadlines. • Social media management skills and campaign execution experience. • Graphic design skills. • Ability and willingness to supervise staff.
KEY RESPONSIBILITIES
<p>1. <u>Technical Capabilities</u></p> <ul style="list-style-type: none"> • Develop a communications framework and plan to support Rumbalara Aboriginal Co-operative Limited vision, values, and strategic plan. • Oversee communications plans, content, and messaging for external and internal communications and key initiatives, identifying platforms, resource needs, and timelines. Evaluating success of plan and reports on responses and metrics. • Set and manage a calendar and create proactive stories to advance Rumbalara’s vision, and strategy, including press releases and by-lined articles that drive awareness and usage of services. • Partner with Service Area Executive Managers on important dates and running related campaigns. • Craft all-staff and leadership talking points around messages and initiatives. • Serve as a liaison with media in support of the Chief Executive Officer. • Identify and manage the development of media/public relations data bases, including national, regional, and local publications, social digital outlets, and industry-specific platforms. • Develop memos, briefing materials, creative assets, and other internal correspondence. • Responsible for brand assets and templates. • Maintain website and intranet and create content for internal and external platforms and channels. • Ensures that all projects and plans are developed and executed on time and within budget. • Provide crisis communications support.



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- Proficient with Microsoft Suite, including Word, Excel, PowerPoint and Outlook, Adobe, CANVA and other creative platforms.
- All other duties relevant to the position description as directed by the Chief Executive Officer/Chief Operating Officer.

2. Behavioural Capabilities

- Act at all times to protect the right of the clients, including culture, confidentiality, privacy, individual choice and decision-making.
- Demonstrate commitment to the Co-operative's values and behaviours - serve the community, work together, act with integrity and respect other people (a copy of this is available to view).
- Provide support and proactively engage with the clients and broader community.
- Establish and maintain relationships with clients, community and Rumbalara staff and team members.

3. Administrative Capabilities

- Attend staff meetings.
- Submit accurate timesheets and claim forms (if applicable) in a timely manner.
- Participate in service training programs as organised by Rumbalara and / or any other training to upgrade skills.
- Ensure that all statistical data / record-keeping and other documentation are completed and forwarded on time.
- Follow correct policy and procedure directions at all times.
- Contribute to and support the organisation's systems and processes for managing safety, quality and risk; observe and report hazardous situations or behaviours.

EMPLOYMENT CONDITIONS

- Have a current National Police Check.
- Hold Valid Driver's License, without restriction.
- Hold current Employee Working with Children's Check.
- Covid Vaccination Certificate in accordance with the government guidelines.
- All staff are required to sign a confidentiality agreement on appointment to the organisation.
- Probationary / qualifying periods apply to all positions.
- All staff are required to adhere to the Code of Conduct of the Co-operative (available to view).
- All staff are required to follow the policies and procedures to the department and the Co-operative (manuals are available to view).
- A commitment to equal opportunity and Occupational Health and Safety principles and practices is required.
- Salary packaging is available to permanent part time and full-time staff.
- Tenure of positions at RAC will be tied to existing contracted funding arrangements.