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GOVERNANCE AND IMPLEMENTATION

This resource should be reviewed and endorsed in accordance with the organisation's governance and document control processes prior to implementation.

[Insert Organisation's Letterhead / Header]

DUTY STATEMENT

POSITION TITLE:	Digital Communications Coordinator
REMUNERATION/CONDITIONS:	In accordance with the Aboriginal Community Controlled Health Services Award or relevant classification under the Social, Community, Home Care and Disability Services Industry Award [MA000100] (depending on organisational structure).
POSITION STATUS:	Full-time or Part-time
DIRECTLY RESPONSIBLE TO:	DCEO / Corporate Services Manager
PERFORMANCE APPRAISAL:	6 month probationary period; performance reviews every 12 months thereafter
POSITION FUNCTION:	The Digital Communications Coordinator is responsible for managing and coordinating internal and external communications across digital platforms, including websites, social media, newsletters, and online campaigns. The role promotes the organisation's voice, achievements, and programs to the community and stakeholders while ensuring all messaging is culturally safe, accurate, and aligned with the values of the community.
MINIMUM SKILLS REQUIRED:	Relevant tertiary qualifications in Communications, Public Relations, Marketing, Digital Media, or a related field

POSITION SUMMARY

The Digital Communications Coordinator works under the direction of the CEO or delegated manager to manage the organisation's online presence and public image. This includes website content, social media platforms, digital campaigns, newsletters, media releases, and visual communications. The Coordinator ensures all communication is engaging, timely, culturally respectful, and reflective of community priorities. The role supports strategic promotion of programs and services and contributes to strong relationships with community, partners, and media.

RESPONSIBILITIES

Digital Media and Content Management

- Manage the organisation's digital platforms, including website, Facebook, Instagram, LinkedIn, and other relevant channels.
- Create and schedule engaging digital content, including graphics, videos, posts, and stories that align with cultural and community values.
- Maintain and update website content to ensure accuracy, accessibility, and relevance.
- Monitor digital analytics and performance metrics to inform content strategy and improve engagement.
- Support internal staff to contribute to digital content where appropriate.

Communications Strategy and Community Promotion

- Develop and implement a digital communications strategy that promotes the organisation's services, community impact, and cultural identity.
- Draft and edit newsletters, community bulletins, media releases, and promotional material.
- Coordinate digital campaigns that support health promotion, event awareness, and organisational messaging.
- Capture and share success stories, achievements, and community events with consent and cultural sensitivity.

Branding and Media Engagement

- Ensure consistent branding across all digital and print materials.
- Manage digital assets including photos, logos, and templates in line with branding guidelines.
- Coordinate media engagement, including preparing press releases and responding to media requests in collaboration with the CEO.
- Support the development of presentations, reports, and internal communications as required.

Cultural Safety and Community Representation

- Promote community voices and Aboriginal leadership in all communications.
- Ensure cultural safety and respect in all digital messaging, language, and imagery.
- Consult with relevant staff and community representatives to guide content and messaging.
- Participate in community events and programs to support promotion and awareness.

MEETINGS

- Attend team meetings, planning sessions, and communications briefings.
- Participate in Executive meetings when required to provide updates on communications strategy and performance.
- Support the coordination and promotion of community forums and events.

KEY PERFORMANCE INDICATORS

Focus Area	KPI
Digital Engagement	Minimum 3 posts per week across social media platforms; website updated monthly
Strategic Content Development	Annual digital communications plan developed and reviewed
Branding and Compliance	100% of digital content complies with brand guidelines and cultural safety protocols
Campaign and Event Promotion	Minimum 4 digital campaigns or event promotions completed annually
Community Representation	At least 2 community-led stories or profiles shared each quarter

PROFESSIONAL DEVELOPMENT

- Engage in ongoing professional development in digital communication, cultural safety, and community engagement.

ESSENTIAL SKILLS AND EXPERIENCE

- Proven experience in digital communications, social media management, or content creation.
- Excellent written and visual communication skills with attention to cultural appropriateness.
- Experience with digital tools such as Canva, Mailchimp, WordPress, Meta Business Suite, or similar platforms.
- Ability to manage multiple digital platforms and adapt content for different audiences.
- Understanding of Aboriginal cultural values and community protocols.
- Strong organisational, time management, and interpersonal skills.

- Ability to work both independently and as part of a team.

MANDATORY REQUIREMENTS

- Relevant tertiary qualifications in Communications, Public Relations, Marketing, Digital Media, or a related field
 - Demonstrated understanding of and commitment to the values and vision of Aboriginal Community Controlled Organisations.
 - Current CPR Certificate
 - National Police Check
 - Working With Children Check
 - Current Driver's Licence
 - Compliance with all organisational policies and procedures
 - Adhere to confidentiality and privacy requirements in line with the Health Records and Information Privacy Act 2002 (NSW) and other relevant legislation.
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SIGNATURE & ACKNOWLEDGEMENT

I agree to abide by the standards and policies and have read and understood the job description and agree to comply with same.

Employee Signature: _____

Date: _____

Manager Signature: _____

Date: _____