

POSITION DESCRIPTION

Communications Lead

Position Number	XXXXX
Location	60 Smith Street, Darwin City, NT 0800
Reporting to	General Manager - Strategy
Direct Reports	Nil
Special Provisions	Appointment is contingent upon receipt of a satisfactory National Criminal History check and OCHRE Card Application
Required Qualifications	Tertiary qualification in a related discipline and/or relevant professional experience, or an equivalent combination of relevant experience and/or education/training.

About Aboriginal Investment NT

Aboriginal Investment NT is a corporate Commonwealth entity, established under the *Aboriginal Land Rights Act (Northern Territory) 1976*, and designed in partnership with Aboriginal Territorians. Our purpose is to work with Aboriginal Territorians to achieve economic, social and cultural impact through innovative approaches to investments, beneficial payments and other financial assistance. To support this, we have initial grant funding of \$180 million and an investment corpus of \$500 million. Our Aboriginal-controlled board share a vision of self-determination, with Aboriginal Territorians at the centre of Aboriginal Investment NT's work.

Purpose of the Position

The Communications Lead is responsible for managing and delivering all communications functions for Aboriginal Investment NT, including media, corporate communications, digital platforms, social media, and the organisation's website. The role establishes and leads an in-house communications function that supports the entire organisation to communicate clearly, consistently, and effectively with stakeholders, partners, and the broader community.

The position ensures organisational control over messaging, brand, and digital presence, builds internal communications capability, and delivers timely, coordinated communications across all channels.

Key Responsibilities

The Communications Lead is accountable for:

- Managing all communications functions across the organisation, including media, digital communications, social media, and website content.
- Ensuring all communications are accurate, consistent, culturally appropriate, and aligned with organisational priorities and values.
- Maintaining oversight and quality control of all public-facing communications.

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- Managing media engagement, including proactive media activities and reactive issues management.
- Overseeing the organisation's digital presence, including website content, social media channels, and online monitoring.
- Establishing and maintaining communications systems, workflows, templates, and approval processes.
- Building internal communications capability and organisational continuity.
- Ensuring communications activities comply with governance, probity, and approval requirements.

The following accountabilities are not exhaustive and may include others as directed by the General Manager – Strategy, Executive and the Board.

Duties

The Communications Lead is responsible for the following duties to ensure effective, coordinated communications across the organisation:

- Provide communications advice and support to teams across the organisation
- Coordinate internal and external communications to ensure consistent messaging across programs, projects, and initiatives
- Manage media enquiries and coordinate responses to emerging or sensitive issues
- Draft media releases, statements, key messages, talking points, and briefing materials
- Monitor media coverage and issues relevant to Aboriginal Investment NT
- Manage the organisation's website, including content updates, accuracy, and alignment with brand and messaging
- Lead social media content planning, scheduling, monitoring, and engagement
- Ensure digital content is timely, culturally appropriate, and aligned with organisational priorities
- Use analytics and insights to inform improvements to digital communications
- Ensure all communications materials comply with Aboriginal Investment NT's brand, tone, and messaging
- Develop and maintain communications templates, style guides, and approval workflows
- Assist with the preparation of communications materials for events, forums, and conferences
- Maintain effective working relationships with internal teams and external stakeholders
- Establish and maintain communications systems, processes, and records
- Manage external suppliers and service providers as required

Key Selection Criteria

Essential

- Demonstrated experience in communications, media or public affairs roles, including delivery in complex or high-profile environments
- Strong writing and editing skills, with experience preparing executive-level and media materials
- Experience managing proactive and reactive media engagement
- Strong stakeholder relationship management skills
- Ability to work autonomously, manage competing priorities and deliver under pressure
- Demonstrated cultural capability, including the ability to communicate respectfully and effectively with Aboriginal peoples and organisation

Desirable

- A tertiary qualification in communications, media, public relations, journalism, or a related field, or equivalent demonstrated experience
- Experience working within Aboriginal-led organisations and/or in partnership with Aboriginal communities in the Northern Territory
- Experience establishing, developing, or transitioning communications functions into an in-house model
- Knowledge of, or experience working within, Northern Territory Government or public sector environments

Organisation Expectations

- Contribute to the efficient and effective functioning of their team or work unit in order to meet organisation objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors
- Demonstrate and promote the organisation Values, ensuring all workplace behaviour is appropriate in all workplace settings, proactively calling out inappropriate behaviour
- Read, understand and comply with all organisation policies and procedures
- Undertake risk management and actively support and participate in the risk management processes adopted by the organisation which include identifying, analysing and evaluating risk that may impact on the organisation
- Work at and travel between other organisation office/s or to other locations from time to time as may be required during the course of employment
- Complete all mandatory training such as required by the organisation
- Demonstrate understanding of the principles of anti-discrimination, staff equity, work health and safety and other relevant legislation, and show the willingness and

capacity to implement equal employment opportunity and work health and safety plans, policies and programs

Work Health & Safety

- Ensure all activities comply with WHS legislation and organisation policy & procedure.
- Implement & monitor risk management activities including, but not limited to, workplace inspections, incident/hazard investigation and follow-up, and support in implementation of risk controls.
- Participation in WHS training requirements for staff including the provision of training and monitoring of training to ensure completion and currency.