



Position Description

Position:	Communications Officer
Location:	Deakin, Australia Capital Territory (preferred)
Salary:	\$79,002 - \$85,437 plus superannuation
Reports to:	Executive Director of Strategy and Partnerships
Contract:	Full time, fixed term (12-months with possibility of extension)

Indigenous Allied Health Australia is a community-controlled organisation with strong Aboriginal and Torres Strait Islander staffing and leadership. IAHA value cultural knowledge and Aboriginal and Torres Strait Islander people are strongly encouraged to apply.

Purpose of Position

Indigenous Allied Health Australia (IAHA) is a leading and innovative, national Aboriginal and Torres Strait Islander organisation. The Communications Officer plays an important role in supporting IAHA's profile, communicating about, and engaging members, communities and stakeholders in the work of the organisation, supporting IAHA's objectives.

The Communications Officer will work closely with staff across the organisation, including organisational and cultural leadership, to support the development, creation and dissemination of high quality, strategic and timely content to support IAHA, its brands and subsidiary companies to reach and engage with audiences in a tailored and relevant way. This includes creating activity on core social media channels to drive engagement, grow our audience, increase web traffic, and ultimately drive membership and uptake and profile of IAHA services and programs.

Organisational Environment

IAHA is a national, community controlled, not-for-profit and member based Aboriginal and Torres Strait Islander allied health organisation. IAHA was established in 2009, from a network of committed allied health professionals and is now a registered company limited by guarantee. IAHA has a growing Secretariat with offices based in Canberra, Darwin, Katherine, Lismore, and Sydney, supporting a Board of Directors and 1500 members nationally. Further information on IAHA, our membership, activities and projects can be found on our website www.iaha.com.au

IAHA appreciates all people working in Aboriginal and Torres Strait Islander health and wellbeing including a holistic approach to health care; the value of education and other social determinants; the right to self-determination for Aboriginal and Torres Strait Islander people; their cultures, spirituality and traditions of wellness and health. IAHA's vision is that all Aboriginal and Torres Strait Islander people and future generations are thriving in ongoing connection to self, spirit, and place.

IAHA focuses on five strategic areas of work to:

- **Strengthen** and engage our IAHA membership.
- **Grow** the Aboriginal and Torres Strait Islander allied health workforce through access and entry, effective pathways, promoting and support for allied health careers, skills development, and retention.

- **Transform** the allied health and wider workforce by building culturally safe and responsive health and education systems.
- **Lead** in the Indigenous health and allied health sectors to ensure Aboriginal and Torres Strait Islander led solutions and approaches to policy and program development.
- **Connect** with and promoting connectedness with IAHA members, Aboriginal and Torres Strait Islander people, families, communities, and cultures.

Working conditions, benefits, and salary packaging

IAHA operates under a distributed leadership and cultural governance model to ensure that IAHA programs, activities and services are delivered and implemented in a culturally safe and responsive manner by all staff and directors.

IAHA is recognised by the Australian Tax Office as a Health Promotion Charity and salary packaging is available to all employees to increase take home pay. Free onsite parking is available for staff at the Canberra and Darwin offices.

IAHA is committed to supporting personal, cultural, and professional development opportunities for employees. IAHA provides all employees access to Employee Assistance Program (EAP), including access to Aboriginal and Torres Strait Islander providers in addition to an annual social and emotional wellbeing allowance.

In line with the IAHA Leave Policy, employees are entitled to flex time as approved in advance. IAHA provides a diverse range of leave entitlements additional to recreational and personal leave including cultural leave, bereavement/compassionate leave, emergency services leave, special leave, paid parental leave and pandemic leave.

Role responsibilities

The Communications Officer duties may include most, and potentially all, of the following to:

1. Develop and coordinate the overall IAHA communications strategy, providing clarity on activity, priorities, areas for improvement, and measures of success.
2. Assist in producing a range of corporate communications collateral, including IAHA's promotional materials and resources with brand consistency, for example, social media assets, flyers, brochures, articles, presentations, and newsletters.
3. Support the development of written communications such as media releases, member stories profiles of IAHA activities, annual reports and related publications.
4. Support the development and dissemination of IAHA communications, including driving media and journalist engagement to raise the profile of IAHA and its subsidiaries, including IAHA NT Workforce Development.
5. Maintain accounts on core social media platforms (Twitter, LinkedIn, Facebook, and Instagram) across IAHA's business areas, sharing relevant and timely information and supporting team members' activity across the organisation and informing members and stakeholders.
6. Overseeing the maintenance and administration of IAHA websites, including uploading content, adding links, improving SEO, and generating creative assets.
7. Assist in the generation of high quality and timely reports and data as required.
8. Other duties as directed.

Selection Criteria

1. Proven ability to communicate effectively and sensitively with Aboriginal and Torres Strait Islander peoples, families, communities, and stakeholders.
2. Demonstrated understanding of audience and the ability to adjust communication style to engage with different stakeholder groups, including culturally safe communication with Aboriginal and Torres Strait Islander people.
3. Relevant experience in communications, social media and/or content-creation roles with a strong understanding of marketing principles and experience with delivering integrated marketing and advertising campaigns through traditional and online channels.
4. Experience in optimising online traffic and engaging with audience online based on data insights and outcomes.
5. In-depth knowledge of data analytics platforms such as Google Analytics and Hootsuite.
6. Proven organisational, campaign tracking, and reporting skills.
7. Ability to work effectively as a member of a small team and be motivated enough to work autonomously by using initiative, good judgement, and innovative strategies to meet the needs of our strategic priorities.
8. Ability to work effectively across teams within a national organisation, including with remote based colleagues, responding in a timely way, prioritising tasks and meeting timeframes.

Desirable Criteria

1. Understanding of Aboriginal and Torres Strait Islander health, education, or Indigenous Affairs.
2. Graphic design skills, including proficiency in Adobe Creative Cloud Suite and/or other software applications.
3. Ability to travel regionally and nationally when required.