

JOB HIGHLIGHTS PACK

Role:	External Relations and Communications Specialist
Department:	Executive Services
Reports to:	Deputy CEO
Direct Reports:	2 staff
Location:	55 Reid Rd, Broome WA
Contract Type:	2 year Fixed-term Full-time

ORGANISATIONAL CONTEXT

“Making mabu liyan real for all, always”

People, land, culture, prosperity

Nyamba Buru Yawuru (NBY) means ‘This is the place of Yawuru’. NBY is the operational company of the Yawuru Native Title Holders Aboriginal Corporation. NBY manages the day to day business of Yawuru and is engaged in a diverse range of projects which help to provide social, cultural, environmental and financial sustainability for the future of Yawuru people.

PRIMARY FUNCTION

The External Relations & Communications Specialist is responsible for planning and implementing communication and engagement strategies for the Yawuru Corporate Group as part of the shared services model provided by Nyamba Buru Yawuru. This includes communication and engagement for all NBY stakeholders including but not exclusive to Yawuru members, employees, community members, government, business and media relations.

Please see the attached Position Description at the end of this pack for detailed key responsibilities and outcomes of this position.

ESSENTIAL SELECTION CRITERIA

1. Tertiary qualification in communications, public policy or related field
2. Extensive experience in a corporate affairs role in a complex stakeholder environment
3. Experience in media relations
4. Outstanding written communication capabilities
5. Advanced interpersonal skills, including the ability to engage, influence, negotiate and facilitate effectively with a range of stakeholders including Aboriginal people and government and non-government agencies
6. Demonstrated expertise in issues and crisis management
7. Demonstrated experience in building constructive and effective relationships to develop a deep understanding of organisational needs and objectives to tie communications work directly to desired outcomes.
8. Experience in identifying top drivers of organisational strategy and areas where communications can drive value.
9. Demonstrated collaborative solutions driven approach
10. Demonstrated ability in designing and implementing proactive communication plans and issues-based programs.

DESIRABLE SELECTION CRITERIA

1. Experience in the Not for Profit or NGO sector is highly desirable
2. Post-secondary qualification or equivalent experience in business or other relevant discipline
3. Previous knowledge of barriers faced by Yawuru people and the Yawuru community as a whole

BENEFITS OF WORKING FOR NYAMBA BURU YAWURU



Contribute to the success of Broome's Traditional Owner Group



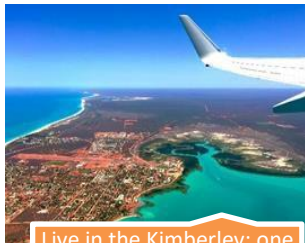
Generous salary packaging



Active Social 'Binda Binda' (Butterfly) Club



Professional and Inspiring Workplace



Live in the Kimberley; one of the last great wildernesses in the world



Work/Life Balance



Work with a fun and committed team



Learn Yawuru Language



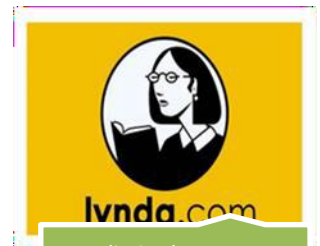
Work with Yawuru Traditional Owners



Involvement with Community at Community Events



Diversity of Projects/ Work Opportunities



Unlimited access to Lynda.com online training

BENEFITS:

Salary:

Attractive Salary Package plus 9.5% Superannuation

Salary Packaging

As a registered Charitable Institution organisation, NBY employees are currently able to salary package up to \$15,899 per annum. Benefits such as Superannuation, Rent / Mortgage payments, credit card or loan payments and others are available to employees to package, which has taxation benefits to the employee.

As Broome is considered a Remote Area for Salary Packaging purposes, additional housing benefits may apply. For further information on salary sacrificing arrangements within the not-for-profit sector, you may refer to AccessPay website accesspay.com.au/salary-packaging.

Relocation Benefits:

Relocation benefits are offered for the removal of the successful applicant's furniture and belongings from their place of residence to Broome.

Leave:

4 weeks Annual Leave, 10 days Personal Leave

LOCATION

Our office is located in Broome in the Kimberley region of Western Australia. Known for its' pearling history and tourism, Broome is a culturally diverse town, with a tropical climate and stunningly beautiful surrounds.

The permanent population is estimated at 15,857, growing to over 45,000 during the tourist season (May – October).

For more information:

<http://www.yawuru.org.au/>

<http://www.lonelyplanet.com/australia/western-australia/broome>

<http://www.visitbroome.com.au/>

<http://www.australia.com/en/places/broome.html>



APPLICATION PROCESS

Applications should be sent electronically to recruitment@yawuru.org.au and addressed to:

Manager HR and OD
Nyamba Buru Yawuru
PO Box 425
Broome, WA 6725

Please include the following in your application:

1. Completed NBY Application for Employment Form (found on NBY website)
2. Cover Letter
3. Resume/ CV
4. Statements addressing the following Selection Criteria
 - a. Extensive experience in a corporate affairs role in a complex stakeholder environment
 - b. Experience in media relations
 - c. Advanced interpersonal skills, including the ability to engage, influence, negotiate and facilitate effectively with a range of stakeholders including Aboriginal people and government and non-government agencies
 - d. Demonstrated expertise in issues and crisis management
 - e. Demonstrated collaborative solutions driven approach
 - f. Demonstrated ability in designing and implementing proactive communication plans and issues-based programs.

Should you require further information relating to this position or process, we welcome your call on (08) 9192 9600.

Applications for this position close 5pm Friday, 18th September 2020.

POSITION	LOCATION	REPORTING RELATIONSHIP
External Relations and Communications Specialist	Broome, Western Australia	Reports to the Deputy CEO

ORGANISATIONAL CONTEXT

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People, land, culture, prosperity*

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LINE MANAGEMENT RESPONSIBILITIES

- Communications Officer
- Government Relations and Policy Advisor
- Graphic Designer

COMMUNICATIONS AND ENGAGEMENT RESPONSIBILITIES

- Yawuru Corporate Boards
- CEO & D/CEO
- NBY management team
- Internal NBY colleagues
- NBY’s external stakeholders, including government, community and commercial
- Yawuru community stakeholders

KEY RESPONSIBILITIES

LEADERSHIP

- Contribute to strategic and operational planning as a member of the management team
- Lead the development, review, and implementation of external relations and communications strategies and systems in alignment with NBY’s Strategic Plan
- Effectively communicate the organisation’s strategic direction and team expectations
- Provide coaching and mentoring to staff within the organisation
- Provide strategic advice to the DCEO/CEO and the Board on all aspects of external relations
- Anticipate future challenges likely to impact the demand for and delivery of external relations and communications, develop strategies which contribute to NBY’s continuous improvement and achievement of NBY’s strategic goals
- Develop accurate and timely reporting to the executive management team and the Board
- Engage with stakeholders to identify new initiatives and implement change
- Build and sustain an organisational culture in alignment with NBY’s values
- Operate in a collegiate way across the organisation in order to share and leverage expertise

COMMUNICATIONS AND ENGAGEMENT

- Lead, design and implement internal and external stakeholder engagement initiatives with NBY representatives and key stakeholder groups. Monitor and report on outcomes.
- Lead, design and manage the delivery of NBY's communication plans that contribute and align to NBY's strategy and operational plans.
- Monitor and report at agreed regular intervals on the effectiveness of outcomes in the areas of internal and external communications.
- Work with key staff and NBY's various boards (and board members) in support of community development initiatives and NBY's various strategies and initiatives.
- Provide thought leadership and work actively to foster positive community relations with Yawuru people and engage with members and potential members to optimise involvement and participation by the community.
- Collaborate with managers and engage with key stakeholders to plan and implement the community relations strategy for the NBY Foundation's community development programs.
- Manage the preparation and production of formal NBY reports including the Annual Report.
- Collaborate with the Head of HR/OD to lead an effective internal communication strategy.

MARKETING AND PUBLIC RELATIONS

- Lead NBY's approach to leveraging NBY's reputation, branding and brand marketing across the organisation.
- Attend external facing events including community, business, social and other functions to promote NBY's interests.
- Provide strategic counsel to the leadership team on issues and crisis management and assist in NBY's response to such events.

GOVERNMENT RELATIONS AND ADVISORY

- Develop and implement a government relations plan to secure support for NBY and the NBY Foundation; including local, state and federal government, opposition, other parties and associated stakeholders.
- Oversee relationship management with government stakeholders.
- Prepare responses and submissions to government and external related agencies.
- Provide political context and counsel on policy, legislative and regulatory issues to key staff.
- Support key staff members to develop and maintain effective relationships with government officials, related agency representatives and other relevant external stakeholders.

MEDIA RELATIONS AND MONITORING

- Oversee the management of the media strategy for NBY and NBY's Foundation including media liaison, media background briefings, writing of statements, development of media campaigns / plans, media monitoring and reporting.

POLICY

- Oversee the development and implementation of policies to progress NBY's strategic aims with stakeholders including the government and government agencies, the Yawuru community, the broader Broome and surrounding area community.
- Develop and execute advocacy strategies on legislative and regulatory matters affecting NBY's interests.

INDIVIDUAL COMMITMENT

- Actively embrace and integrate NBY's vision, mission and values into the role, and model appropriate behaviours
- Work collaboratively with management and staff across the business in support of NBY's strategic objectives
- Maintain a professional, strategic and solutions driven approach in the workplace
- Conform to NBY's conditions of employment, code of conduct, and organisational policies and procedures
- Adhere to relevant legislative requirements
- Continuously identify and implement opportunities for continuous improvement

KEY OUTCOMES OF THIS POSITION

LEADERSHIP

- External Relations and Communications Strategies and initiatives are developed, reviewed and implemented in alignment with NBY's Strategic plan
- An organisational culture is built and sustained in alignment with NBY values

COMMUNICATIONS AND ENGAGEMENT

- Stakeholder engagement and management system that supports NBY's strategies and initiatives
- Communications framework and plans implemented that support NBY's strategies and initiatives
- Positive community relations with Yawuru people and members
- Community development initiatives are implemented and aligned to the NBY strategy

MARKETING AND PUBLIC RELATIONS

- NBY has a positive brand and reputation within the community

GOVERNMENT RELATIONS AND ADVISORY

- Deliver a government relations plan implemented that secures support for NBY and the NBY Foundation

INDIVIDUAL COMMITMENT

- NBY's vision, mission and values are incorporated into all activities, and appropriate behaviours are role modelled in line with organisational policies
- All activities are subject to a demonstrated cycle of continuous improvement

ESSENTIAL QUALIFICATIONS, KNOWLEDGE, SKILLS AND ATTRIBUTES

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PRE-EMPLOYMENT REQUIREMENTS

1. Current 'C' Class driver's licence
2. National police clearance