



Position Description	
Position Title:	Digital Communications Coordinator
Location:	Bendigo
Term:	Full time - Fixed term (2 years)
Classification:	<i>Social, Community, Home Care and Disability Services Industry Award 2010</i>
Reports to:	Communications Relationship Manager

Overview of Corporation

Dja Dja Wurrung Clans Aboriginal Corporation (DDWCAC) trading as DJAARA actively works to progress the aspirations of the Dja Dja Wurrung community. It is incorporated under the *Corporations (Aboriginal and Torres Strait Islander) Act 2006* (CATSI Act) and is regulated by the Office of the Regulator of Indigenous Corporations (ORIC). Established in 2004, the principal objectives and responsibilities of the corporation are to:

- Promote the health and wellbeing of the Dja Dja Wurrung People.
- Protect and promote the laws, culture, property rights and human rights of the Dja Dja Wurrung People.

The DDWCAC is also a Registered Aboriginal Party and the sole owner of Dja Dja Wurrung Enterprises Pty Ltd (DDWE) trading as DJANDAK. Our businesses include natural resource management, cultural awareness and tourism.

In 2013, the Dja Dja Wurrung People entered a Recognition and Settlement Agreement (RSA) with the State of Victoria which formally recognises the Dja Dja Wurrung people as the traditional owners for part of Central Victoria. The Dja Dja Wurrung people nominated the DDWCAC as the 'traditional owner group entity' for the purpose of the settlement, meaning it holds and manages the settlement on behalf of the Dja Dja Wurrung people.

Primary Purpose of the Position:

The aim of the Digital Media Coordinator is to assist the Communications Relationship in the management of all DJAARA social media accounts, update and maintain Vimeo and YouTube channels, website updates of events i.e., member activities, Members fortnightly Gunga/Opportunities Bulletin, newsletter creation and distribution (Members and Public), refine the social media marketing strategy, further build DJAARA's online presence and assist in the design of digital content for DJAARA.

T: (03) 5444 2888 F: (03) 5441 6472

E: info@djadjawurrung.com.au

P.O Box 1026 Bendigo VIC 3552

djadjawurrung.com.au

DJA DJA WURRUNG CLANS ABORIGINAL CORPORATION TRADING AS DJAARA

Located at 13-15 Forest Street, Bendigo Vic 3550

ICN: 4421



Accountabilities

- Ensuring consistency of messaging and branding across website and all DJAARA online platforms.
- Copyediting online communications and providing other quality control checks, as needed.
- Support development, planning and implementation of DJAARA's digital communications strategy, including social media and email campaigns.

This includes:

- Managing DJAARA's social media accounts.
 - Overseeing email outreach campaigns for DJAARA members for initiatives
 - Create and distribute DJAARA's monthly e-newsletters.
 - Monitoring goals and objectives for social media profiles and effective benchmarks for measuring impact of social media programs and evaluates results to recommend strategy changes.
 - Creating e-mail blasts
 - Creating content and strategically grows social accounts.
 - Executing day-to-day social media responsibilities, monitoring, and responding to comments and interactions, and handle implementation of social media campaigns on Facebook, Instagram, YouTube, and Vimeo.
 - Assisting in the development and implementation of online advertising strategies.
- Create content for and oversee DJAARA's website.
 - Provides digital communications support for DJAARA events and activities.
 - Manage Facebook, Instagram, LinkedIn, and TikTok pages and
 - Manage YouTube, and Vimeo channels
 - Design digital marketing collateral for DJAARA and our projects
 - Remain fully informed on market and social media trends, state-of-the-art technology, and research, and implement best practices.
 - Maintains an updated social calendar and open communication with management of scheduled posts and promotions.
 - Monitor campaigns and report website analytics
 - Oversee and create written content with a consistent narrative that includes original and curated content, covers key messages, and aligns with DJAARA projects



Key Selection Criteria

1. At least 3-5 years of experience in digital communications.
2. Demonstrated competency in HTML and website maintenance.
3. Proficiency in Microsoft Office Suite, all social media platforms, and online content management system, WordPress.
4. Graphic design skills and competency in Adobe Acrobat Creative Suite i.e., InDesign, Photoshop, and Illustrator, a plus.
5. Excellent writing/editing and verbal communication skills, including demonstrated competency in writing and design for online platforms.
6. Strong track record in building online audiences, including increasing social media engagement, email subscribers, and web traffic.
7. Experience with online advertising including Facebook and Instagram ads.
8. A commitment to and understanding of Dja Dja Wurrung culture.

To work with the Dja Dja Wurrung Group, applicants must have:

- An understanding of the importance of Country to Traditional Owners and the recognition of Dja Dja Wurrung as the traditional owners of central Victoria.
- An ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.
- A commitment to and understanding of Dja Dja Wurrung culture.
- A commitment to Aboriginal self-determination.

Essential Personal Qualities:

- High ethical standards, personal integrity and high degree of self-motivation, including personal responsibility for quality and timeliness of work produced.
- Proven ability to create and maintain an expectation of trust, respect and confidentiality and the ability to display and enact sound judgment regarding highly sensitive and/or critical issues.
- A commitment to safe work practices.
- Excellent verbal, written and interpersonal skills, a courteous and polite manner.
- Capacity and willingness to accept direction and to work as part of a team in a multi- skilled working environment.

Privacy Notification:

DJAARA affirms that the collection and handling of applications and personal information related to your employment will be consistent with the requirements of the Information Privacy Act 2000. All DJAARA staff must comply with the Code of conduct.

CONTACT

Name of the contact at DJAARA

Phone: **0481 831 514**

Name: Mariaa Randall

Email: mariaa.randall@djadjawurrung.com.au

Title: Communications Relationship Manager