



AIATSIS

Application Pack

Senior Communications Officer - Marketing

APS6

Ongoing Full-Time

\$77,912 to \$88,620

This is an Identified position



Who we are

We are Australia's only national institution focused exclusively on the diverse history, cultures, and heritage of Aboriginal and Torres Strait Islander Australia. We house the world's most important and extensive collection of cultural information and material and we provide leadership, publish and promote greater understanding and appreciation of Aboriginal and Torres Strait Islander peoples. We create opportunities for people the world over to engage with and be transformed by the knowledge, the culture and the story of Australia's Indigenous peoples. We are Australia's national institution for leadership in Aboriginal and Torres Strait Islander research.

What we do

We care for a priceless collection, including films, photographs, video and audio recordings as well as the world's largest collection of printed and other resource materials for Aboriginal and Torres Strait Islander studies. We undertake and encourage scholarly, ethical, community-based research in a variety of sectors, including health, native title, languages and education. Our publishing house, Aboriginal Studies Press, regularly publishes outstanding writing that promotes Australian Indigenous cultures. Our activities affirm and raise awareness of the richness and diversity of Aboriginal and Torres Strait Islander cultures and histories.

Our functions are established under the [Australian Institute of Aboriginal and Torres Strait Islander Studies Act 1989](#).

These functions are to:

- develop, preserve and provide access to a national collection of Aboriginal and Torres Strait Islander culture and heritage;
- use that national collection to strengthen and promote knowledge and understanding of Aboriginal and Torres Strait Islander culture and heritage;
- provide leadership in the fields of:
 - Aboriginal and Torres Strait Islander research; and
 - ethics and protocols for research, and other activities relating to collections, related to Aboriginal and Torres Strait Islander peoples; and use (including use for research) of that national collection and other collections containing Aboriginal and Torres Strait Islander culture and heritage;
- lead and promote collaborations and partnerships among the academic, research, non-government, business and government sectors and Aboriginal and Torres Strait Islander peoples in support of the other functions of the Institute;
- provide advice to the Commonwealth on the situation and status of Aboriginal and Torres Strait Islander culture and heritage.



We are an Australian Government statutory authority. The Minister responsible for AIATSIS is the Hon Linda Burney MP, Minister for Indigenous Australians, and it sits within the portfolio of the Department of the Prime Minister and Cabinet.

About the Program Area

The Program Area is part of the AIATSIS Partnerships and Engagement Area.

The Communications, Events and Publishing program area supports AIATSIS to deliver on its strategic plan and vision to external audiences. The principles of our work are human-centred, embedding co-creation and design that is strategic and outward focused.

We place Aboriginal and Torres Strait Islander voices and perspectives as central to everything that we do. We oversee the AIATSIS brand and website, co-ordinate content production and promotional campaigns across a range of channels, deliver conferences and events, and publish books through Aboriginal Studies Press.

We are proud to tell the story of Aboriginal and Torres Strait Islander Australia and be part of a nation that has the world's oldest continuing cultures.

We value creativity and are driven to inform, educate and transform.

About the Role

The Senior Communications Officer - Marketing is responsible for managing digital marketing, analysis, evaluation and e-commerce within the Communications, Events and Publishing team and providing high-level advice to the wider Institute.

This role leads the development of marketing plans, for a variety of AIATSIS events, publications, products and services. Working with team members to oversee the delivery of plans and projects and independently to develop and deliver direct email marketing, analysis, and reporting.

This position reports to the Director, Communications, Events and Publishing.

The successful applicant will:

- provide strategic direction for delivering impactful marketing across the organization that aligns with longer-term planning, agency goals and objectives
- ensure the application of industry standards of best practice across all areas of work, in alignment with government guidelines
- operate under broad direction, exercising a considerable degree of independence



- develop and manage a range of internal and external stakeholder relationships
- engage and collaborate with key stakeholders to identify opportunities, achieve outcomes and facilitate cooperation.

Key Responsibilities

- Development and implementation of marketing plans for events, products, and services across the organisation, including evaluation and analysis.
- Interrogation of market data to identify opportunities to increase sales and/or reach of AIATSIS products or services.
- Provide advice to AIATSIS business units to assist in maximising marketability of products or services.
- Manage the direct email marketing platform, subscriber audience and e-commerce customer database, including social media shops.
- Manage and advise on the engagement and privacy of email subscribers and contact lists.
- Manage and provide continual updates to e-commerce stores and associated digital marketing to increase online presence, raise awareness, drive sales and convert customers.
- Provide reports for online analytics and e-commerce activity.
- Conduct market research and deliver comprehensive insights to guide strategic direction.
- Coordinate and deliver direct email marketing, including all AIATSIS newsletters.

Our ideal candidate

The ideal candidate will:

- be well-organised, with the ability to work under pressure and prioritise workload to meet deadlines
- have excellent interpersonal skills, with the ability to build positive working relationships with diverse stakeholders, internally and externally
- have demonstrated ability with e-commerce platforms, shop management and e-commerce marketing
- have strong marketing experience, with a track record of successful campaigns, audience growth and engagement



- have highly developed skills in marketing platforms such as Mailchimp, Google Analytics and Social media
- have the ability to work without close supervision, proactive and take responsibility for completing tasks within agreed timeframes.

Cultural Capability

The ideal candidate:

- understands Aboriginal and Torres Strait Islander business within the agency and the outcomes the agency is responsible for delivering
- takes the perspective of others, seeking to understand Aboriginal and Torres Strait Islander peoples' points of view and experiences
- encourages and draws on different cultural experiences and knowledge
- has an authentic and respectful interest in Aboriginal and Torres Strait Islander culture, policy, and implementation matters.

What we offer

Opportunities for further education, professional development and study assistance will be available. You can also expect personal development planning activities and to work in a supportive learning environment.

We understand that you will work best when you have a healthy work-life balance and can attend to your family commitments. We offer flexible working conditions, competitive leave entitlements and health and wellbeing programs.

How to apply

If this sounds like the opportunity you are looking for, we want to hear from you! Send your completed application to recruitment@aiatsis.gov.au by 11.59pm on **Tuesday 23 August 2022**

- Referring to 'Our Ideal Candidate', provide a succinct summary (no more than 1550 words) outlining your skills, knowledge and experience demonstrating why you should be considered for this role.
- Complete the enclosed application form.
- Attach your resume, covering your personal details, education and qualifications, work and other relevant experience.



What should I include in my supporting statement?

Your application should be brief and align to the requirements specified in the vacancy information published on our website. Generally, we do not use selection criteria for applications unless they are specific technical requirements.

How will my application be assessed?

You will be assessed on your resume and your response to 'Our Ideal Candidate'. Your response should be succinct and demonstrate your ability to meet the requirements of the job and should complement your resume. Your resume should be comprehensive enough to show that you have the experience and/or qualifications to undertake the duties and responsibilities of the job. Because this is an Identified position your resume should include your knowledge of and experience with Aboriginal and/or Torres Strait Islander cultures, issues, communities and engagement.

A selection decision may be based solely on your written application and referee reports, and it is the quality, rather than the quantity of your written submissions that is the most critical factor.

Your cultural competency will carry more weight than other factors in the assessment. These requirements are based on the information provided to you as part of the job opportunity.

Your referees may also be contacted at any stage of the assessment process to validate your claims. For this reason it is important that you advise them that you have applied for a role at AIATSIS, and that you feel confident they will be able to support your application.

If you need assistance developing your response you may want to refer to the applying for jobs on the Australian Public Service Commission website:

<http://www.apsc.gov.au/working-in-the-aps/applying-for-jobs-in-the-aps>

Who to contact

For enquiries about this job please contact Nicole Campbell on (02) 6129 3957 or nicole.campbell@aiatsis.gov.au.

If you are experiencing any difficulties accessing or submitting your online application, or you would like more information about this job please contact the AIATSIS Recruitment Team on (02) 6246 1172.



FAQ

What are Affirmative Measures and Identified Positions?

The Australian Public Service (APS) advertises some jobs as Affirmative Measures and/or Identified positions. The two classifications are similar but serve different purposes.

Affirmative Measures positions

Jobs in the APS are open to all Australian citizens. There are some jobs, though, that are open only to specific members of the Australian population. This practice is known as an Affirmative Measure, and is a targeted strategy to ensure the diversity of the APS workforce reflects the diversity of the Australian population.

Any job can be restricted to Aboriginal and/or Torres Strait Islander people only, and it doesn't necessarily have to involve working on Indigenous issues. If a position has been advertised as an Affirmative Measure, it will be clearly marked as such.¹

The use of the Indigenous Affirmative Measures provision at AIATSIS allows for targeted recruitment of Indigenous Australians into the organisation. If you are applying for an Affirmative Measures position, you will need to indicate your Aboriginal and/or Torres Strait Islander heritage on our application form and provide confirmation if required.

Identified positions

Identified positions are roles that require people to have an understanding of the issues affecting Indigenous Australians and a proven ability to communicate sensitively with them. These requirements are generally for jobs that involve providing services or developing policies for Indigenous Australians, and/or direct interaction with Indigenous communities.

Identified positions are crucial in ensuring that the APS has the right people working on initiatives to improve the delivery of services and close the gap between Indigenous and non-Indigenous Australians, and are open to all Australian citizens².

At AIATSIS all positions are Identified positions where candidates are required to demonstrate an understanding of the diversity of Aboriginal and Torres Strait Islander peoples, their cultures, and their issues and to be able to communicate respectfully with them.

You must provide the name and contact details of an Aboriginal and Torres Strait Islander referee. This referee will be contacted to determine your cultural capability.

¹ <https://www.apsc.gov.au/indigenous-employmentaffirmative-measure-and-identified-positions>

² <https://www.apsc.gov.au/indigenous-employmentaffirmative-measure-and-identified-positions>



What is Cultural Capability?

As all positions at AIATSIS are 'Identified' each position will have various elements of involvement with the delivery of Indigenous specific services, programs and policies as part of AIATSIS core functions. AIATSIS therefore needs to also identify the cultural knowledge; skills and personal attributes needed to deliver the required outcomes. Every part of how we work, who we work with and for, requires varying levels of knowledge of Aboriginal and Torres Strait Islander cultures, protocols and an understanding of issues that enable effective communication and ultimately effective performance in the role. To assist you in determining the required cultural capabilities of this role, you can refer to the [Aboriginal and Torres Strait Islander Cultural Capability – A Framework for Commonwealth Agencies](#)



APPLICATION FORM

Position Applied For

Position Title

Position Number

Classification

Job Type (Ongoing / Non-Ongoing)

Location Acton, ACT

Applicant Details

Surname

Given Name

Title

Date of Birth

Contact Number

Email

Postal Address

Educational Qualifications

Do you wish to identify yourself as belonging to any of the following diversity groups

- People from Non English Speaking Background
- Women
- Aboriginal or Torres Strait Islander
- People with Disabilities

If you have any special requirements for an interview, i.e. difficulty with stairs, please indicate

Current Employment Details

Note: There are arrangements applying in the Australian Public Service (APS), which limit the subsequent employment of people who have received a redundancy benefit. (The circumstances where the restrictions apply are set out in clause 7.1 of the Australian Public Service Commissioner's Directions 2016 (the Directions).

Are you currently employed in the Australian Public Service? Yes No (complete only question 4 below)

1. Have you accepted a redundancy package in the last 12 months? Yes No

2. Are you: Ongoing Non-Ongoing

3. If Yes, AGS Number

4. Current Employer

5. Substantive Classification/Level

6. Current Position Title

Eligibility Requirements

Note: Applicants will generally only be eligible for employment if they are Australian citizens.

Are you an Australian Citizen? Yes No

Do you identify as Aboriginal and/or Torres Strait Islander? Yes No

References

Instruction: As all positions in AIATSIS are Identified – Applicants should provide the details of an Aboriginal and/or Torres Strait Islander person to confirm their relevant experience and cultural competency.

Indigenous Referees Name

Position Held

Email:

Phone:

Other Referees Names (2)

Position Held

Email:

Phone

Email:

Phone

Advertisement

Where did you see the advertisement for this position

- Koori Mail
 ALIA
 APSjobs (Gazette)

- AIATSIS Website
 SEEK
 Other
-

If Other, Please Specify:
