



THIRRILI

Communications and External Relations Lead

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| Location: | Location Flexible |
| Position Type: | Full Time – 38 Hours per Week Fixed-term to 30 June 2026. Working outside of normal business hours and some travel will be required |
| Employment instrument: | SCHADS Award – Level 8 |
| Delegations: | In accordance with the delegation policy |
| Reporting to: | Chief Operations Officer |
| Salary: | Negotiable, commensurate with experience, salary packaging available |

Aboriginal and Torres Strait Islander people are encouraged to apply for this opportunity (under section 51 of the Equal Opportunity Act 1984)

Organisational Overview

Thirili is a proud Aboriginal and Torres Strait Islander Community Controlled Organisation, and we recognise the strengths of our communities and uphold protective boundaries for individuals, families and communities that allow self-determination.

Our vision

That Aboriginal and Torres Strait Islander families and communities are thriving and flourishing for future generations.

Our purpose

To provide support to Aboriginal and Torres Strait Islander peoples with the acknowledgement of shared, collective, continuous ancestral connections, by drawing on cultural ways of knowing, being, and doing.

Our cultural values

Our cultural values are embedded into all aspects of our organisation. We are:

- Collective, working with communities by invitation to support community led decision making,
- Respectful, working with communities under their protocols, at their direction,
- Reciprocal, ensuring we provide support and service when communities grant us their trust,
- Relationship based: we understand, and respect that our relationship with individuals, families and communities is based on a continuum of care which reaches beyond any one incident or event, and is founded in our shared identity as Aboriginal and Torres Strait Islander peoples,
- Diverse, our organisation reflects the complex composition of Aboriginal and Torres Strait Islander communities in Australia, is inclusive and accessible to all.

Position Overview

The Communications and External Relations role leads the development and implementation of Thirrili's communication and stakeholder engagement strategies, with a focus on strengthening relationships, enhancing visibility, and supporting the organisation's strategic goals. This role is responsible for delivering clear, culturally safe, and strengths-based communications that inform and engage professional groups, community members, government, and sector partners.

Working collaboratively across the organisation, the Communications and External Relations Lead supports business units in designing and delivering tailored communication and engagement plans that respond to emerging issues, opportunities, and priorities. The role also provides strategic advice to the CEO, Executive Team, and key staff to improve the reach and impact of targeted messaging, internal communication, education initiatives, and digital content.

Key responsibilities include overseeing stakeholder engagement activities and events, managing Thirrili's digital presence and social media channels, producing high-quality content and resources, and ensuring communications reflect trauma-informed and culturally respectful principles. The role also supports media relations, reporting, campaign planning, and consultation activities that strengthen Thirrili's presence and reputation.

Key accountabilities

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Strategic Leadership and Collaboration

- Work in partnership with the Chief Executive Officer to implement Thirrili's change management and communication plans.
- Provide high-level strategic advice and operational support to the Executive Team to ensure aligned, consistent, and effective communication across the organisation.
- Lead the development and implementation of Thirrili's communication and stakeholder engagement strategies, ensuring alignment with the organisation's vision, values, and strategic objectives.

Stakeholder and Community Engagement

- Build and maintain strong, respectful relationships with key stakeholders, including community organisations, government agencies, media, sector partners, and industry representatives.
- Coordinate and support engagement activities, events, and campaigns, ensuring effective logistics, communication, and follow-up.
- Develop and implement a member and stakeholder engagement strategy to strengthen awareness of Thirrili's programs and priorities.
- Act as a key point of contact for stakeholders, ensuring open communication channels, timely responses, and well-coordinated, culturally appropriate messaging.
- Lead the production of community consultation materials and resources to support inclusive engagement.

Social Media and Digital Engagement

- Manage Thirrili's social media presence (e.g., Facebook, LinkedIn, Instagram), including content planning, creation, scheduling, posting, and monitoring.
- Draft and design engaging and culturally safe content for digital platforms, newsletters, and the website, aligned with national events and Thirrili initiatives.

- Monitor social media interactions and escalate inquiries or issues as needed.
- Maintain a content calendar and contribute to digital campaigns that promote Thirrili's programs, services, and community engagement activities.

Communications and Content Development

- Prepare internal and external communications such as media releases, newsletters, reports, event promotions, and stakeholder updates.
- Support formatting, proofreading, and quality assurance for reports, presentations, and other materials.
- Coordinate the production of tailored communications, such as media responses, speeches, press releases, and educational materials.
- Support the development of Thirrili's Annual Report in collaboration with relevant teams.

Monitoring, Reporting and Administration

- Maintain up-to-date records, including communication files, media monitoring logs, and digital asset libraries.
- Collect and analyse data related to communication activities and social media performance to inform strategy and content planning.
- Participate actively in external stakeholder communication networks to stay informed of emerging trends and opportunities.

Cultural and Organisational Alignment

- Ensure all communications reflect trauma-informed, culturally safe, and strengths-based approaches.
- Promote respectful storytelling that honours Aboriginal and Torres Strait Islander peoples, families, and communities.
- Liaise closely with the CEO to ensure message clarity and genuine consultation, identifying emergent issues and crafting responsive, targeted strategies.

Additional duties may be assigned as needed, beyond those explicitly listed, to meet the evolving needs of the role.

In addition, Thirrili seeks a set of attributes amongst all employees. These attributes being:

- Culturally safe and responsive in practice.
- Proficient at working closely with diverse teams.
- Trauma informed and
- Ability to work in a hybrid workforce model – in-office or remotely.

Relevant Qualifications and Work Experience

- Bachelor's degree in communications, marketing, or a related discipline.
- Strong attention to detail.
- Experience engaging diverse audiences using online and social media platforms.
- Empathy, willingness to learn and team-orientated approach.
- Familiarity with Aboriginal Community Controlled Sector or Not for Profit.

Essential Criteria

- Demonstrated knowledge and experience in managing social media channels, including creating content, digital assets, monitoring, managing, and responding to comments, and reporting.
- Well organised, superior written communication and proof-reading skills.
- Demonstrated planning and organisational skills, including the ability to meet deadlines with competing priorities and deliver work to a high standard.
- Strong interpersonal and verbal communication skills.
- Ability to develop and maintain effective internal and external working relationships.
- Demonstrated quality decision making using good judgement in a high-pressure environment, expertise, and knowledge, along with a driven and enthusiastic nature.

Mandatory

- Motor Vehicle Driver’s License.
- Satisfactory National Police Record Check.
- Satisfactory Working with Children Check

** Registration/licences that are essential requirements of this role must always remain current and valid whilst employed in this role and the status of these may be checked at any time during employment. It is the employee’s responsibility to ensure that registration/licences remain current and to advise the Employer if their circumstances change. This includes notifying the Employer if a registration/licence is revoked, cancelled or has its conditions altered.*

Special Conditions

It is required that all Thirrili staff facilitate, lead and support community engagement activities where the strategic plan requires our participation, and this is inclusive of promotion of those events and reporting. It includes contributions to key communications channels, such as newsletters, social media and contract reporting.

It is also a prerequisite that staff, will from time to time, be required to manage and lead national/state/regional meetings/events/ functions based in their jurisdictions, with support from their Managers and Coordinators. All Thirrili staff are expected to promote the organisation’s strategic goals, present the organisation as a professional and respectful culturally immersed service, and represent Thirrili positively to external stakeholders and communities.

As the organisation is required to respond to suicide and trauma, which is unpredictable in timing, the incumbent is expected to be flexible and responsive with their availability to work and travel to other areas from the position base and within Australia as required.

Thirrili Ltd will meet accommodation and travel expenses in accordance with organisational Policies and the relevant ATO Determination

I have read, understood, and accept the role and responsibilities outlined in the position description.

Employee: _____ **Date:** _____

Signature:

Manager:

Date:

Signature:
