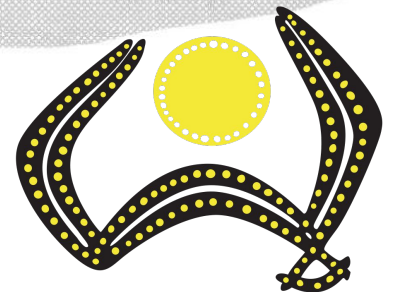


# NASCA

Director

Marketing and Communications



**NASCA**  
CULTURE EDUCATION COMMUNITY

# Our Vision

**A proud, prosperous, and healthy Australia where Aboriginal and Torres Strait Islander young people thrive**

**We empower Aboriginal & Torres Strait Islander young people to:**

- Strengthen cultural pride and identity
- Improve social and emotional well-being
- Improve school attendance, performance and attainment
- Develop specific career pathways and work ready skills
- Build life-skills, personal development and long term resilience

**In 2022 & 2023:  
NASCA had over  
95% graduation  
rate, compared  
to NSW average  
of 43%**




## Who we are

- NASCA is a 100% Indigenous governed and led organisation with 95% of program staff identifying as Indigenous.
- Established in 1995 we have supported over 17,000 young people.
- In 2023, we supported over 1,500 young people.
- We work across New South Wales with 16 Young Women's Academies, five Co-Ed Academies and in nine remote communities across the Northern Territory.

## What we do

- We connect our young people to **CULTURE**, to build a sense of belonging, and increase self-esteem which leads to improved social and emotional well-being.
- We support young people in their **EDUCATION**, mentoring and helping them to build pathways for future educational and employment opportunities.
- We are by **COMMUNITY**, for Community. Our staff have the lived experience and shared cultural knowledge to provide the right support to the young people they work with.

[NASCA: Culture, Education, Community](#)

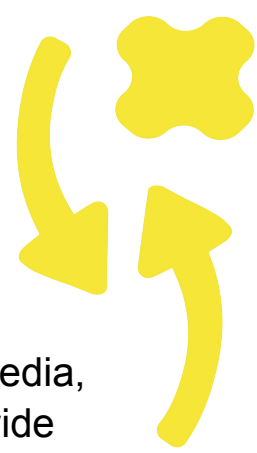


Our unique approach means our young people experience better outcomes in:

- Connection to Culture
- Wellbeing
- Education and employment

# Position Overview

NASCA is looking for a senior Marketing and Communications professional to lead a dynamic multi-disciplinary team responsible for shaping NASCA's public image and managing the different functions of marketing, communications, media, fundraising, partnerships, and events. You will be responsible for designing, developing, and executing organisation-wide marketing, communications, and fundraising strategies to develop, diversify, and grow our audiences and financial targets. This is a hands-on role that will require the person to switch from directing essential MarComms business functions to executing day-to-day communications and media work, including content creation, media and social media management, and digital marketing. This role sits in the Executive team, reporting directly to the CEO, and works in close partnership with the Deputy CEO, Board, Programs, Finance, and Operations departments.



Position	Director marketing and Communications
Reports to	CEO
Location	Redfern
Employment Status	Full-time
Remuneration	Specific salary to be negotiated based on qualifications and experience, plus superannuation and optional salary packaging benefits.
Allowances and Other Benefits	35 hour working week; 4 weeks total leave per year; Employee Assistance Program; Training & Development Allowance; 1 day of cultural or ceremonial leave per year.

# Position Overview cont'd



## Key Responsibilities

- Develop, execute, and implement organisational-wide marketing, communications, and media strategies that will ensure the growth of NASCA's brand.
- Leverage strong corporate partnerships while growing and diversifying our traditional fundraising programs.
- Execute day-to-day media and communications tasks including, content collection and creation, proactive and reactive media management, social media management, and digital marketing.
- Oversee the management of business development initiatives within our corporate partnership program.
- Oversee the management of flagship engagement and fundraising events.
- Leverage data-driven insights to guide organisation-wide decision-making.
- Analyse processes and structures identify areas of improvement, and implement changes to create efficiencies and effectiveness.

## Key Selection Criteria:

1. Minimum 10+ years experience in Marketing, Communications, or Fundraising.
2. Demonstrated experience in developing and implementing organisation-wide marketing, media, and communications strategies and engagement campaigns.
3. Proven ability to lead, manage, and motivate internal and external stakeholders to high standards of work.
4. In-depth knowledge of the not-for-profit industry and a keen interest in NASCA's areas of work.
5. Ability to manage budgets and financial targets.
6. Proven ability to pivot and adapt to changing circumstances.
7. Strong interpersonal skills, and an open clear communication style with internal and external stakeholders.
8. Deep knowledge and understanding of issues facing Indigenous peoples, and experience working with Aboriginal and Torres Strait Islander children and young people.

## Must haves:

- Formal qualifications in a relevant area and/or relevant management experience.
- A drivers licence.
- Working with children and AFP clearances.
- Cross-cultural intelligence.
- Passion for social justice and equality for Indigenous peoples.



# How to Apply

Please submit a completed application via email to [jobs@nasca.org.au](mailto:jobs@nasca.org.au)

You will need to send **the items listed below** to be considered:

1. **Resume:** including relevant experience to make it easier for us to work out how your experience matches what we're looking for. Please include references and your contact details.
2. **Cover Letter:** tell us about you, why you want to work at NASCA and what key attributes, skills and experience you would bring to the role. Share your story.
3. **Essential Selection Criteria:** Respond to each criteria by giving an example in order for us to understand your expertise. In your answer tell us how you gained your experience, what you learned, and what you have achieved.

**For more information:** contact the NASCA team on 02 8399 3071 or via [jobs@nasca.org.au](mailto:jobs@nasca.org.au)



## NASCA VALUES

- Cultural Pride & Inclusion
- Collaboration
- Excellence
- Integrity
- Trust

**NASCA**  
CULTURE EDUCATION COMMUNITY