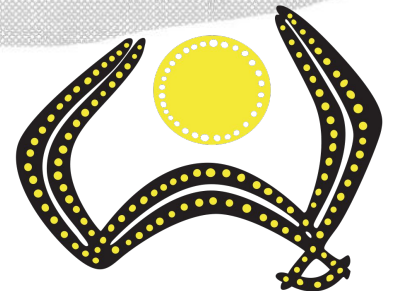


NASCA

Senior Manager,
Marketing and Communications



NASCA
CULTURE EDUCATION COMMUNITY

2024

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

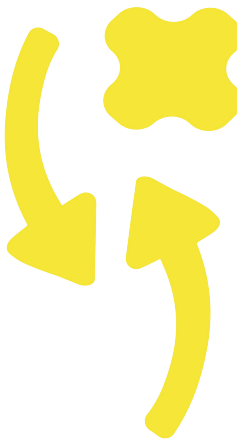
Position Overview



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 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 DCEO, and works in close partnership with the, Programs, Finance, and Operations departments.

Position	Senior Manager, Marketing and Communications
Reports to	DCEO
Location	Redfern
Employment Status	Full-time
Remuneration	\$101,877.42 - \$108,891.42 + NFP salary packaging (package up to \$15,900 tax free) plus meals and entertainment benefit (up to \$2,650) + Remote Area Benefit for eligible staff (Remote Area Benefit)
Allowances and Other Benefits	<ul style="list-style-type: none">• Employee Assistance Program - Independent confidential counselling service;• Growth and Development budget• Wellbeing assistance and tools to take care of your mental and physical wellbeing so you can do your best work• 6 weeks paid parental leave (minimum tenure applies)• 4 weeks of annual leave• 1 day of cultural or ceremonial leave per year

Position Overview cont'd



Key Responsibilities

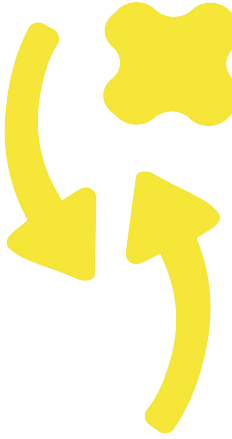
- Develop, execute, and implement organisational-wide marketing, communications, and media strategies that will ensure the growth of NASCA's brand.
- Execute day-to-day media and communications tasks including, content collection and creation, proactive and reactive media management, social media management, and digital marketing.
- 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 2+ years experience in Marketing, Communications.
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

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



NASCA VALUES

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

NASCA
CULTURE EDUCATION COMMUNITY