



Role Profile

Communications and Engagement Coordinator

Organisation: Desert Knowledge Australia (DKA)

Location: Alice Springs, Northern Territory, Australia

About Desert Knowledge Australia

Desert Knowledge Australia (DKA) is a statutory corporation of the Northern Territory established to advance knowledge, sustainability, and economic development in arid and desert regions. Located in Alice Springs, Northern Territory, DKA collaborates with diverse stakeholders, including Aboriginal organisations, government agencies, research institutions, and businesses, to promote sustainable practices, build resilience, and drive economic growth in desert regions.

About the role

As the Communications and Engagement Coordinator at Desert Knowledge Australia, you will play a key role in developing and implementing communication strategies while fostering meaningful stakeholder engagement to promote the organisation's mission. This position requires a creative and organised individual with expertise in communication, stakeholder relations, and community engagement. The ideal candidate will have a passion for sustainable development and the ability to thrive in a collaborative environment.

Accountable to: Chief Executive Officer and Executive Leadership Team

Salary: \$103,907 – \$113,938 dependent on experience

Contract: 2 years, dependent on funding

Key Responsibilities

Communications:

- Implement DKA communication strategy to effectively convey DKA's goals, activities, and impact.
- Create compelling content for various channels (digital platforms, print materials, social media) ensuring consistency in messaging and branding.
- Oversee DKA's digital presence by managing the website and social media channels with engaging content such as articles, blog posts, and multimedia materials.
- Manage media relations by cultivating positive relationships with journalists and local influencers.
- Monitor communication performance metrics and adjust strategies for optimal results.

Stakeholder Engagement:

- Build and maintain strong relationships with stakeholders including government agencies, community partners, industry collaborators, and Aboriginal organisations.
- Develop and implement strategies to enhance stakeholder engagement and collaboration.
- Maintain an updated stakeholder database for effective communication and outreach.
- Prepare quarterly e-newsletters to keep stakeholders informed of DKA's initiatives and achievements.
- Facilitate community consultations and engagement activities to ensure inclusive participation in DKA's projects and initiatives.

Community and Events Coordination:

- Plan, organise, and deliver community engagement activities such as workshops, webinars, conferences, and outreach events to promote DKA's initiatives.
- Coordinate logistics for community events including venue, scheduling, vendor management, and participant registration.
- Work closely with stakeholders to ensure community events align with organisational goals and priorities.
- Develop promotional materials for community activities to maximise participation and impact.
- Evaluate the success of engagement activities through feedback collection and post-event reporting.

Brand and Messaging Management:

- Ensure consistent branding across all communication materials and platforms.
- Collaborate with designers to create visually appealing marketing collateral.
- Innovate strategies to amplify DKA's brand visibility and recognition in the region.

Qualifications and Skills

- Bachelor's degree in Communications, Community Engagement, Marketing, or a related field.
- Proven experience in communications roles with a strong emphasis on stakeholder engagement.
- Exceptional written and verbal communication skills.
- Strong organisational skills with the ability to manage multiple priorities under tight deadlines.
- Proficiency in digital tools such as social media platforms, content management systems (CMS), event management software, etc.
- Creativity in developing engaging communication materials and innovative engagement strategies.
- Ability to work collaboratively within a team environment while also being self-motivated.

Application Process

Aboriginal and Torres Strait Islander applicants are encouraged to apply.

Interested candidates are invited to complete their application on our online platform via this link:

- <https://wkf.ms/3Dg1hPI>

Make sure to submit resume along with a cover letter detailing relevant experience.
For further inquiries, please reach out to kate.wiles@dka.com.au.

Applications will close on ~~31 January 2025~~ 24 January 2025 (date updated)