



# communications manager *community & indigenous programs*

- Iconic brand in Australian sport | Award Winner for Community Contribution
- Raise awareness of Broncos' work off the field empowering First Nations youth
- Suits communications backgrounds from community services, NFP or government

## **Broncos in the community**

Beyond their success as a professional football club, the Brisbane Broncos are dedicated to enhancing opportunities for disadvantaged youth and making a positive contribution to improving social equality between First Australian Peoples and other Australians.

Through the delivery of community programs including the Girls Academy and Mentoring programs, students in over 50 schools across Queensland and Northern NSW are achieving attendance rates higher than the national average, and more than 2000 young people have been placed in employment.

## **The Role**

You will manage and drive the community department communications and brand initiatives including media relations, cause communications and marketing campaigns across digital and social channels, print, online and broadcast media.

Your key focus in this role will be to develop and deliver the Indigenous and community programs communications strategy to raise awareness and effectively tell the stories of the club's Indigenous programs reach and impact through a strong cultural lens. Additionally you will:

- Lead and develop a team of two direct reports to deliver against objectives
- Collaborate with key stakeholders to identify and conceptualise compelling content
- Identify and ensure speaking and media opportunities and coverage
- Measure and report on content impact using analytics

## **Benefits and Culture**

- Based in Red Hill, Brisbane with onsite parking and work from home flexibility
- Inclusive workplace culture with a focus on diversity and well being
- Access to events and discounts with a range of partners and sponsors

## **Skills Required**

You are a story-teller and an accomplished communications professional who is able to combine strategic, creative and analytical thinking to lead and influence culturally aware content and messaging.

You bring understanding of Aboriginal and Torres Strait Islander culture and protocols and you're solutions focused, with the ability to work within a fast paced environment with competing demands. Together with a current Blue Card and relevant tertiary qualifications or experience in a similar role, you're able to demonstrate:

- Experience working with Indigenous communities or programs
- A proven track record developing and delivering effective content strategies
- Ability to identify and develop engaging stories that gain media coverage
- Excellent copy writing and proof-reading skills
- Use of data and insights to inform communications strategies and reporting
- High level stakeholder management and media relations capabilities

*Aboriginal and Torres Strait Islander peoples are encouraged to apply, as well as candidates from diverse cultural and linguistic backgrounds, people living with a disability, and LGBTIQ+ identifying people.*

**If you're motivated to leverage your communications expertise to promote programs supporting social equality for First Nations young people, please forward your resume and a cover letter responding to the skills required to [cv@ngorecruitment.com](mailto:cv@ngorecruitment.com) quoting ref #980705. Alternatively, please call Louise Furlong on 07 5530 8066 if you have specific questions.**

