



MIRIMA DAWANG
WOORLAB-GERRING
LANGUAGE AND
CULTURE CENTRE

www.mirima.org.au

Marketing and Communications Officer

Introduction

The work of the Mirima Dawang Woorlab-gerring Language and Culture Centre (MDWg) began in the 1970s to record, document and transmit the language and culture of the Miriwoong and Gajirrabeng people, the original inhabitants of the lands around Kununurra (East Kimberley Region, Western Australia). MDWg is the operational arm of Mirima Council Aboriginal Corporation, a not-for profit organisation with charity status (Public Benevolent Institution with Deductible Gift Recipient status). Our vision is that recording, documenting and teaching the traditional language will help our children to grow up with the knowledge and understanding that has been transferred by earlier generations over centuries.

MDWg is an established, successful, and well governed organisation which has a strong history of achievement in its aims of documenting and transmitting the Miriwoong language. We have a range of employees, including two Linguists, a Senior Language Consultant, five Language Workers, a Language Nest Facilitator and six Language Engagement Officers. The majority of staff are Indigenous and the organisation is governed by a 100% Indigenous Board of Directors. MDWg has pioneered several language transmission programs in Australia. Its Miriwoong Language Nest program is one of the first to operate for indigenous languages in Australia. Reaching 400 children each week, this critically important program uses immersion techniques to enable young children to learn Miriwoong. MDWg was also the first Australian organisation to trial the Master-Apprentice model in its language revitalisation program on a relatively large scale. In 2015, the organisation was singled out as the Community Sector Organisation of the Year at the HESTA Awards in Sydney.



MDWg is located in Kununurra, a town in the far north of Western Australia in the East Kimberley Region. It is approximately 3200km northeast of Perth, 40 km from the Northern Territory border, and 850km from Darwin. It has a population of approximately 6,000 people, with almost half of the population being indigenous.

For further information on MDWg, please refer to our website: www.mirima.org.au

The position of Marketing and Communications Officer

Since 2013, MDWg has been working with a series of secondees through the *Jawun* program (www.jawun.org.au) with the objective to increase financial income other than from government funding. As a result, we have developed a sponsorship and donation program and accelerated our efforts in marketing and social media presence. Our goal is to increase our financial independence through a range of activities. With growing popularity and a steady expansion of our networks this position has been created to strengthen the organisation's financial position and management capacity, with a particular focus on marketing and branding activities.

Among the tasks for the successful candidate in this role are:

- Further development of MDWg's existing sponsorship program
- Expanding our network and donor database
- Assistance with the preparation of grant applications to various funding bodies identified, including trusts, foundations, corporate and government bodies
- Periodic reporting to and interacting with funding bodies (including government bodies and NGOs)
- Seeking out and/or implementing additional funding opportunities
- Improving MDWg's marketing efforts, including effective networking/establishment of new partnerships
- Monitoring and updating MDWg's web-based communication strategies, including Facebook, Twitter, LinkedIn, website and email newsletters
- Involvement in MDWg's day to day business, corporate governance, and logistics
- Liaise with stakeholders, project partners, and funding providers
- Organise events and initiatives to promote MDWg's work

At MDWg, we are a small but efficient team and mutual support between staff members in our mission to save the Miriwoong language is common practice. The successful candidate will receive support and training in developing the skills required for this role.



Resources published by MDWg

What we can offer:

- A meaningful role which has the potential to make a difference in people's lives by attracting support for the overall mission of an Indigenous charity
- A unique and invaluable opportunity to gain communications and business management experience in the not for profit sector, while working in a rich cultural environment
- The opportunity to interact with a diverse range of stakeholders, including government bodies and various funding providers
- Being part of a diverse team of linguists, language workers and Elders
- The opportunity to increase your understanding of Indigenous culture and language through working at a vibrant language centre, including participation in cultural excursions
- The opportunity to live and work in the East Kimberley - one of the most fascinating regions of Australia and a major tourist destination for travellers from around the world. The East Kimberley offers spectacular National Parks, gorges, waterfalls and cave systems, and a variety of wildlife. It is one of the world's last great wilderness areas and offers countless outdoor adventure opportunities.



The natural beauty of the East Kimberley region

What we expect from applicants (Selection criteria)

Essential:

- A genuine desire to help support the revitalisation of an endangered language
- A background and demonstrated skill in communications, business, management, marketing or related areas
- Above average communication skills in English (verbal and in writing) - must be native-speaker level
- An open mind and strong respect for a culturally diverse environment
- Ability to communicate and interact harmoniously as part of a team, while respecting cultural sensitivities and considerations

- A warm and friendly temperament with the ability to positively interact with stakeholders
- Above-average computer literacy (MS Office applications) and willingness to engage with website management
- Police clearance
- Western Australian driver's licence or equivalent
- Australian residency with unrestricted work rights in Australia

Desirable:

- Experience in digital video recording and editing (Adobe Premier Elements)
- A commitment to stay for a period of at least 12 months, ideally 2 years.

Challenges you might expect

- **Climate:** the Kimberley climate features extreme temperatures, tropical storms and possible road closures (season dependent)
- **Community:** many members of the Indigenous community live under challenging socio-economic conditions which can be visible in public life
- **Remote location:** living expenses are higher than the Australian average, a reflection of Kununurra's location (Darwin is the closest major city, about 850 km from Kununurra). However, daily flights to/from Darwin and Broome/Perth are available.

Employment options:

This role is offered as a part-time (.79 FTE/30 hours/week) position under SACS (Social and Community Services WA) Award (Level 2 PP1), ideally for a 2-year period (with the potential for extension). For highly qualified candidates this could be extended to a full-time position which would entail a management support function. Details upon request.

Benefits package for a part-time (.79 FTE - 30 hrs/week) engagement:

- Base salary of: \$40,529 (SACS Award Level 2 PP1)
- Allowances valued at \$9,016 - includes: district allowance, housing allowance, annual airfare allowance
- 5 weeks of paid annual leave
- Superannuation (9.5%)
- FBT option of up to \$15,444 p.a.

How to Apply / Selection process

Please send us your formal application including the following:

- Cover letter addressing each selection criteria separately
- CV including your education and work experience to date (in particular any experience you may have in the field of communications, marketing, working with indigenous people or in the not for profit sector)
- Any other information which may help us to learn more about you

Shortlisted candidates will be given the opportunity for an interview via Skype.

Applications close: please submit your applications by 21 October 2018.

Desirable starting date: January 2019

- Note: the selection committee reserves the right to appoint a suitable candidate at the earliest date convenient.

Contact:

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