

Media Advisor

Location:	Collingwood, Victoria / hybrid arrangements
Reports to:	Campaigns and Communications Manager
Team:	Campaigns & Communications Team
Classification:	Administrative Officer Grade 5
Salary Range:	\$116,413 - \$140,122
Employment Type:	Full-time
Employment Status:	Ongoing

About Gellung Warl

Gellung Warl - meaning 'tip of the spear' in Gunaikurnai language - is a First Peoples' representative and deliberative body, underpinned by Aboriginal Lore, Law and Cultural Authority.

Gellung Warl is established as a statutory corporation under the Treaty Act. It is made up of three arms that work together:

- the First Peoples' Assembly, the political decision-making arm
- Nginma Ngainga Wara, an independent government oversight and accountability arm and
- Nyerna Yoorrook Telkuna, an independent mechanism for ongoing truth-telling.

Gellung Warl is guided by the Ngarrakeetoong Martongakeeyt (Community Vision) and is answerable to Community through the Larbargirrar Gnuurtak Tulkuuk (Community Governance and Answerability Framework), which sets out how Gellung Warl engages with and is answerable to First Peoples in Victoria.

Gellung Warl's underlying purpose is to promote collective self-government, self-determination and empowerment of Traditional Owners and Aboriginal Victorians, including by:

- by representing First Peoples in Victoria and exercising decision-making powers in relation to First Peoples in Victoria
- representing First Peoples in Statewide Treaty negotiations with the State, including undertaking ongoing Statewide Treaty negotiations, and supporting Traditional Owner treaty-making
- providing for ongoing truth-telling and healing

- advising the Parliament and the State government in relation to matters that affect First Peoples and holding the State government to account in relation to its commitments to, and the impact of its actions on, First Peoples.

Role Purpose

The purpose of this role is to generate and manage media coverage and campaign communications that advance Gellung Warl's organisational priorities, public messaging and Treaty outcomes. The role supports the effective delivery of media and campaign activity by developing media materials, monitoring and responding to news, supporting Co-Chairs and Members in public appearances, and contributing to broader communications outputs that build public awareness and support for Treaty.

This role requires the ability to navigate a complex and politically sensitive environment, ensuring media engagement, messaging, campaign communications and public content uphold Gellung Warl's cultural authority, priorities and values while maintaining constructive relationships with colleagues, Traditional Owners, communities, stakeholders, journalists and relevant internal and external partners.

As part of the Campaigns & Communications function, the Media & Campaigns Advisor provides practical and strategic support across earned media, media monitoring, public messaging, briefing preparation, social media and supporter communications, working closely with the Campaigns & Communications Manager and relevant internal stakeholders to ensure campaign and media activity is timely, coordinated and aligned with organisational priorities. The role helps ensure Gellung Warl's public narrative, campaign work and media presence are delivered in support of broader organisational and Treaty objectives.

Accountabilities

Core:

- Ensure decisions and actions align with Gellung Warl's governance framework, operational requirements and statutory obligations.
- Engage respectfully with Traditional Owners and uphold cultural authority in all interactions.
- Provide high-quality media and campaign communications support to assist informed decision-making and effective delivery of organisational priorities.
- Work collaboratively across Gellung Warl to support public messaging, media engagement and alignment of campaign activity with organisational priorities.
- Maintain constructive working relationships with colleagues, stakeholders, journalists, producers and community representatives to support effective media and campaign outcomes.

Specific:

- Work with the Campaigns & Communications Manager to develop and deliver Gellung Warl's earned media strategy.
- Monitor the media and prepare short media summaries for staff and Assembly Members.
- Write media releases, proactive pitches and reactive responses to news, events and media requests.
- Support Co-Chairs and Assembly Members to speak with and appear in media, including preparation of briefs, key messages, talking points and media support materials.
- Build and maintain relationships with journalists across Victorian, federal and First Nations media, maintain media lists and administer distribution tools.
- Support the broader Campaigns & Communications team in other duties as required, including creating social media content, speech writing, copy writing, posting content to the website, preparing email communications and maintaining CRM records.
- Assist to develop messaging strategies and creative tactics to generate public awareness and support for Treaty, including enrolment.
- Contribute to campaign and promotional activities that strengthen public engagement and support organisational priorities.
- Track media activity and provide timely reporting on coverage, emerging issues and progress against agreed priorities.
- Support mitigation of negative coverage through timely, strategic and values-aligned responses.
- Undertake other miscellaneous communications and promotional duties consistent with the role's classification and purpose, as directed.
- Promote and support the achievement of Gellung Warl's core values and contribute positively to its reputation through high-quality media and campaign communications practice.
- Undertake other duties consistent with the role's classification and purpose as directed.

Key Selection Criteria

Media Relations and Strategic Communications

- Demonstrated experience developing and delivering communication products including media releases, speeches, reports, web content, eDMs and marketing collateral.
- Strong understanding of the media landscape, with the ability to identify opportunities, manage media enquiries and build productive relationships with journalists and producers.
- Experience crafting strategic, audience-focused messaging, including within contested, politically sensitive or high-profile environments.

Digital Communications and Content Management

- Experience creating, publishing and managing content across websites, email marketing platforms and digital communication channels.

- Proficiency in content management systems and digital engagement platforms such as WordPress, Campaign Monitor, SurveyMonkey or similar tools.
- Highly competent in web and email publishing applications, including backend administration and content maintenance.

Stakeholder Engagement and Relationship Management

- Proven ability to build and maintain effective relationships with internal stakeholders, community representatives, media contacts and external partners.
- Strong interpersonal and communication skills, with the ability to work collaboratively across teams and functions.
- Ability to provide trusted communications advice and support to a diverse range of stakeholders.

Project Delivery and Organisational Capability

- Demonstrated ability to manage multiple projects, campaigns, events and competing priorities while maintaining attention to detail and high-quality outcomes.
- Strong organisational and time management skills, with the ability to work independently and meet tight deadlines.
- Experience coordinating the development and production of communication and media materials from concept through to delivery.

Cultural Capability

- Passionate about being part of reform to benefit First Peoples in Victoria.
- Ability to work respectfully with First Peoples, Traditional Owners and Aboriginal communities.
- Demonstrated understanding of cultural safety and culturally responsive practice.
- Ability to build respectful, collaborative and culturally informed relationships.
- Commitment to Gellung Warl's values and organisational purpose.

Experience & Qualifications

Required:

- Demonstrated experience developing high-quality communication materials, including media releases, speeches, reports, website content, eDMs, stakeholder communications and marketing collateral.
- Experience managing the production and delivery of communication products and campaigns from concept through to publication.
- Experience creating, publishing and maintaining content across websites and digital communication platforms.

- Strong stakeholder engagement experience, including working collaboratively with internal and external stakeholders to achieve communications outcomes.
- Demonstrated knowledge and understanding of Victorian Aboriginal communities, organisations and cultural protocols.
- Proven ability to work effectively, respectfully and with integrity within the context of a Victorian First Peoples' Representative Body or a culturally responsive environment.
- Tertiary qualifications in Communications, Journalism, Public Relations, Marketing or a related discipline, or equivalent demonstrated professional experience.
- As part of our commitment to child safety and in line with the Working with Children Act 2005 (Vic), all roles within Gellung Warl require a valid Working with Children Check (WWCC).

Desirable:

- Experience in media relations, media monitoring, journalist liaison, issues management and proactive and reactive media engagement.
- Experience supporting Treaty, Indigenous rights, constitutional, governance or major reform processes.
- Knowledge of Victoria's First Peoples policy, legislative and governance environment.

Values

From time to time the First Peoples' Assembly will develop and adopt values to give practical expression to the objects and principles in section 2 of the *Statewide Treaty Act 2025 (Vic)*. Until adoption, the objects and principles in section 2 of the Statewide Treaty Act stand as the Gellung Warl Values applicable to all Gellung Warl staff members.

Other Relevant Information

Gellung Warl employees need to disclose any pre-existing illness or injury that they know about which could be reasonably foreseen to be affected by the described work duties. Pursuant to section 41 of the *Workplace Injury Rehabilitation and Compensation Act 2013 (Vic)*, failure to disclose such a condition will mean that if employed, you will not be paid compensation for that condition.

Gellung Warl requires declarations and personal information relevant to your employment. The collection and handling of this information will be consistent with the requirements of the *Privacy and Data Protection Act 2014 (Vic)*.

Gellung Warl is committed to creating a workplace of inclusion and diversity. When it comes to our people, we:

- are committed to advancing First Peoples' employment by fostering a culturally safe workplace and supporting the recruitment, retention, and development of First Peoples.
- focus on ability, not disability, and will make reasonable adjustments wherever requested.
- welcome individuals who weren't born in Australia, speak English as a second language, and practice different faiths. We also respect and welcome people who express their gender, sex, and sexuality in different ways
- consider that people with more life experience have a lot of wisdom to offer.

Gellung Warl employees must uphold Gellung Warl's commitment to inclusion and diversity by role modelling inclusive and respectful behaviours, in line with Gellung Warl's values, capabilities and policies.

Gellung Warl is a Child Safe organisation committed to the health, wellbeing and safety of children and young people. This commitment is taken seriously, and all employees are expected to maintain a valid Working with Children Check, and be cognisant of, and act consistently with, Gellung Warl's expectations about child safe principles and behaviours.

Gellung Warl requires all successful applicants to undertake a National Police Check. Employment will be conditional upon a satisfactory outcome.

As per the *Occupational Health and Safety Act 2004 (Vic)*, Gellung Warl employees must take reasonable care for the health and safety of themselves and others and not put others at risk by any act or omission. Employees must cooperate with Gellung Warl about any action taken to meet OHS obligations, this includes following safe work practices and reporting incidents and hazards.

Employees must not intentionally or recklessly interfere with or misuse anything at the workplace to support health, safety, and welfare.