



Victorian Aboriginal  
Children & Young  
Peoples Alliance

## Position Description

### Media and Communications Lead

<b>EMPLOYMENT DETAILS – Senior Policy Officer</b>			
<b>Role type</b>	0.8FTE Part time, fixed term	<b>Award</b>	SCHADS 6
<b>Hours per week</b>	30.4	<b>Additional Benefits</b>	Access to Salary Packaging Hybrid working environment
<b>Length of Term</b>	12 Months	<b>Reports to</b>	Director – Strategic Operations

#### About the Alliance

The Victorian Aboriginal Children and Young Peoples Alliance (the Alliance) is the peak body for Aboriginal Community Controlled Organisations (ACCOs) dedicated to improving outcomes for Aboriginal children, young people, and their families. We work to influence policy, elevate the voices of Aboriginal children and young people, and ensure Aboriginal community-led approaches are central to decision-making.

The Alliance advocates for systemic change that reflects the strength, rights, and resilience of Aboriginal communities, upholding principles of self-determination, cultural safety, and Aboriginal-led solutions. Our values are:

- Self-determination
- Empowerment
- Excellence
- Culture
- Leadership & Accountability

#### Position Overview

The Media and Communications Lead will play a pivotal role in raising the public profile of the Victorian Aboriginal Children and Young Peoples Alliance and amplifying our voice on issues affecting Aboriginal children and young people. This position will lead strategic communications initiatives, manage media relationships, and develop compelling content that promotes our vision and advocacy work and elevates the voice of our Members.

#### Key Responsibilities

Overall, build a media and communications function within VACYPA, including developing a communications strategy and establishing and managing processes for media and communications practices such as media monitoring, social media posting, media releases, and producing communications products.

Strategic Communications



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- Develop communication strategies that support organisational goals and advocacy priorities
- Provide communications advice and support to internal teams including support in campaign development and implementation

#### Media Relations and Public Profile

- Develop and implement strategic communications plans to raise the Alliance's public profile
- Support the CEO and Board of Directors to identify and secure media opportunities
- Respond promptly and professionally to media requests and enquiries
- Build and maintain relationships with key media contacts, journalists, and influencers
- Collaborate with internal teams to develop media releases, statements, and briefing materials
- Monitor media coverage and prepare reports on media engagement outcomes

#### Content Development and Social Media Management

- Collaborate with internal teams to develop engaging, culturally appropriate content for digital various platforms
- Manage, monitor and maintain all organisational social media accounts ensuring consistent messaging aligned with the Alliance vision and priorities
- Produce multimedia content including written articles, videos, infographics, and visual materials

#### Design and Digital Presence

- Create a style guide
- Design marketing materials, publications, and promotional content and internal templates
- Maintain and update the organisation's website, ensuring the website content is current, accessible, and user-friendly

#### Key Selection Criteria

- Strong understanding of the rights, needs, and aspirations of Aboriginal children, young people and families in Victoria.
- Tertiary qualification in Communications, Media, Marketing, Public Relations, or related field
- Experience and ability to work independently, exercise initiative and lead a portfolio of work with minimal direction, including preparing and executing a workplan
- Demonstrated experience in social media management and content creation



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- Excellent communication skills
- Proven ability to work collaboratively across teams and with diverse stakeholders.
- Commitment to the principles of Aboriginal self-determination and cultural safety and humility.

#### **Desirable**

- Graphic design experience and proficiency in design software
- Website development and management skills
- Experience working with or within Aboriginal Community Controlled Organisations (ACCOs).

#### **Conditions of Employment**

- A current Working with Children Check and National Police Check (or willingness to obtain).
- Valid Victorian driver's licence (or equivalent).