

Gellung Warl

Senior Communications and Media Advisor

Location:	Collingwood, Victoria / hybrid arrangements
Reports to:	FPA Executive Director
Team:	Political & Public Relations & Negotiations - Campaigns & Communications Team
Classification:	Level 6
Salary Range:	From \$136,631
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
- Ngina Ngainga Wara, an independent government oversight and accountability arm and
- Nyerna Yoorook 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.

Organisational & Legislative Context

Gellung Warl has been created through the Statewide Treaty between First Peoples in Victoria and the State of Victoria. It operates in a legal landscape where two systems of law exist side by side - Aboriginal Lore and Law, and the laws of the State. As a First Peoples representative body answerable to community Gellung Warl draws on Aboriginal Lore, Law and Cultural Authority for collective decision-making in a self-determined way. It must also comply with the Victorian and Commonwealth laws. The Statewide Treaty Act 2025 (Vic) establishing Gellung Warl as a statutory corporation sets out the powers and functions of Gellung Warl's three arms.

This position supports the operation of the First Peoples' Assembly. The position contributes to the delivery of Gellung Warl's functions, supporting Assembly Members to take up their roles.

The role must comply with Gellung Warl's internal rules and policies, cultural safety standards, and relevant Victorian legislation, including privacy, records management, occupational health and safety, equal opportunity, human rights, and child safety laws.

In performing its duties, the role is expected to engage respectfully and collaboratively with First Peoples, recognising the cultural authority of Traditional Owners. The role will help promote collective self-government, self-determination, and empowerment of Traditional Owners and Aboriginal Victorians and contribute to improved outcomes for Community.

Role Purpose

The purpose of this role is to provide senior communications and media advice, strategy and delivery support that advances Gellung Warl's public positioning, organisational priorities and Treaty objectives. The role supports effective public communication by shaping media strategy, preparing high-quality media and communications content, advising on messaging and supporting strategic engagement with media and public audiences to ensure communications are timely, credible, audience-focused and aligned with organisational priorities.

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

As part of the Communications function, the Senior Communications and Media Advisor provides senior support across media strategy, public messaging, communications content and media engagement, working closely with the FPA Executive Director and relevant internal stakeholders to translate organisational priorities into effective media activity, communications products and public-facing responses. The role helps ensure communications work is strategically aligned, responsive and delivered in support of Gellung Warl's broader organisational and Treaty objectives.

Key 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 communications and media advice, coordination and implementation support to assist informed organisational decision-making and effective delivery of communications priorities.
- Work collaboratively across Gellung Warl to support messaging, media activity and alignment of public-facing communications with organisational priorities.
- Maintain constructive working relationships with colleagues, stakeholders, media contacts and community representatives to support effective communications and media outcomes.

Specific:

- Develop and support delivery of media and communications strategies that advance Gellung Warl's broader strategic and Treaty objectives.
- Provide expert advice to senior leaders, spokespeople and relevant staff on media queries, communications issues and public messaging.
- Prepare media releases, proactive pitches, statements, reactive responses, briefing notes, talking points and other communications materials to support public communication and media engagement.
- Support Co-Chairs, Members, senior leaders or other designated spokespeople in preparing for media appearances and public-facing engagements, including message development, briefing and rehearsal support.
- Maintain media lists, distribution tools and related communications systems to support timely and effective media engagement.
- Monitor media coverage, identify emerging narratives or risks, and provide recommended responses or mitigation strategies where required.
- Work across internal teams to ensure key messages remain current, values-based and aligned across communications channels.
- Support broader communications activity as required, including speech writing, copywriting, website content, eDMs, digital content and other communications products.
- Contribute to the development and activation of a wider group of First Peoples messengers and advocates to support public communication and the case for Treaty.
- Support continuous improvement of communications and media practices, systems and workflows to strengthen responsiveness, consistency and impact.
- Assist with other communications, promotional and organisational priorities 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 communications and media practice.
- Undertake other duties consistent with the role's classification and purpose as directed.

Key Selection Criteria

Skills, Competencies & Knowledge

- In-depth knowledge and understanding of news media.
- Highly developed ability to navigate contested or politically sensitive spaces with nuanced and strategic messaging.
- Strong relationships with journalists across First Nations, Victorian and national media outlets, or demonstrated capacity to build and sustain such relationships.

- Excellent written communication skills and the ability to adapt writing across different platforms, audiences and objectives.
- Strong organisational skills, with the ability to prioritise, manage multiple projects and maintain momentum in a fast-moving environment.
- High competence with web and email publishing applications and backend administration tools.
- Skill in the use of web-based content platforms such as WordPress, Campaign Monitor, SurveyMonkey or similar tools.
- Demonstrated knowledge of Aboriginal communities and organisations within Victoria.
- Demonstrated skill and capacity to work effectively and with integrity in the context of a Victorian First Peoples' representative body or similar environment.

Experience & Qualifications

- Demonstrated experience managing media and communications in a politically sensitive or high-profile environment.
- Demonstrated experience writing media releases, web content, eDMs, statements and copy for a range of communications and marketing collateral.
- Experience developing and delivering media or communications strategies that support organisational priorities and public positioning.
- Experience in the creation, publishing and maintenance of website or digital content and other communications outputs.
- Experience supporting or advising senior leaders and spokespeople in relation to media appearances, messaging and public communication is highly desirable.
- Experience monitoring media, identifying reputational or narrative risks, and coordinating practical responses is highly desirable.
- Experience working in politically sensitive, community-accountable or reform-oriented environments is highly desirable.
- Relevant tertiary qualification is desirable, or an equivalent combination of qualifications and experience.
- Demonstrated knowledge of Aboriginal communities and organisations within Victoria, and the ability to work effectively and with integrity in the context of a Victorian First Peoples' representative body or similar environment.
- 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).
- Current full Victorian Driver Licence.

Personal Attributes

- Open and respectful approach when dealing with sensitive cultural and political issues.
- Positive and self-starting attitude.
- Ability to work well independently and as part of a small team.
- Highly ethical, reliable and with a strong sense of personal integrity.
- Able to perform under pressure and continue to adhere to organisational policies and values.

Behavioural Responsibilities

- **Ethical Values & Compliance with Policies:** Upholds the standards of Respect, Accountability, Honesty, Equality, Legal Compliance, and Conflict of Interest, as found in Gellung Warl's Standards of Conduct Policy, and adheres to all other Gellung Warl policies.
- **Team Focus:** Recognises and respects the strengths of others within the team, listens and responds to feedback from managers and colleagues, and understands personal impact upon team goals.

- **Personal & Professional Development:** Actively seeks opportunities for personal and professional growth through ongoing learning and development.
- **Leads with Conviction:** Considers Gellung Warl's values when making decisions within the scope of the role, and presents a mature, balanced and constructive approach in supporting Assembly Members, regional priorities and organisational outcomes.
- **Employee Performance Management:** Conducts regular performance reviews, acknowledges and rewards high-performing staff, implements development plans for employee growth, and manages disciplinary matters in compliance with organisational and legal standards.

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.