

Gellung Warl

Media & Campaigns Advisor

Location:	Collingwood, Victoria / hybrid arrangements
Reports to:	Campaigns & Communications Manager
Team:	Political & Public Relations & Negotiations - Campaigns & Communications Team
Classification:	Level 5
Salary Range:	From \$113,022
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.

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 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.

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 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

Skills, Competencies & Knowledge

- Excellent written communication skills and the ability to adapt writing across different platforms, audiences and objectives.
- In-depth understanding of news media.
- Skilled at navigating contested or politically sensitive spaces with nuanced but strategic messaging.
- Ability to multitask across a range of projects and events and maintain momentum.
- Highly competent with web and email publishing applications and backend administration tools.
- Skilled in the use of web-based content platforms such as WordPress, Campaign Monitor or SurveyMonkey.

- Ability to build and maintain productive relationships with journalists, producers and internal stakeholders.
- Demonstrated skill and capacity to work effectively and with integrity in the context of a Victorian First Peoples' Representative Body.

Experience & Qualifications

- Demonstrated experience writing copy for speeches, reports, media releases, web pages, eDMs and a range of communications and marketing collateral.
- Demonstrated experience managing the production of various communication products.
- Experience in the creation and publishing of content for websites and other digital tools.
- Experience in media relations, media monitoring, journalist liaison or reactive and proactive media work is highly desirable.
- Experience supporting public messaging, campaign communications or supporter engagement activity is desirable.
- 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.
- Degree qualified, or equivalent 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).
- Current full Victorian Driver Licence.

Personal Attributes

- Open and respectful approach when dealing with sensitive cultural issues.
- Positive and self-starting attitude.
- Ability to work well independently, as well as in a small team.
- Highly ethical and reliable, 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.

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.