



Position title	Team Leader, Strategic Communications
Group	Strategy & Office of the Chief Executive Officer
Employment status	Full time, ongoing
Classification	As per SCHCADS Award
Position reports to	Head of the Office of the Chief Executive Officer
Location	North Co or another Djirra office
Direct Reports	2 – Communications Officer and Digital Communications Officer

Organisation environment

Djirra¹ is an Aboriginal Community Controlled Organisation with over 20 years' experience accompanying Aboriginal and Torres Strait Islander women, and their children, on their individual journeys. We find solutions through Aboriginal and Torres Strait Islander women sharing their stories, journeys, and experiences. Djirra celebrates women's strength and resilience. We are committed to a future without family violence.

We deliver holistic, culturally safe, specialist family violence support, legal services and case management, alongside cultural and wellbeing workshops and programs. Our services have state-wide reach, touching every part of Victoria to meet the needs of Aboriginal and Torres Strait Islander women. Self-determination is the foundation of everything we do.

Djirra amplifies the voices of Aboriginal and Torres Strait Islander women. We advocate for system-wide change to improve access to justice, eliminate systemic violence, and strengthen women's resilience.

We are an active member of First Nations Advocates Against Family Violence (FNAAFV), the peak body for Aboriginal and Torres Strait Islander people who are experiencing or at risk of family violence.

Role purpose

Reporting to the Head of Office of the Chief Executive Officer, and working closely with the Director, Strategy & Office of the Chief Executive Officer, the Team Leader, Strategic Communications provides senior operational leadership for Djirra's strategic communications as a core advocacy function.

The role is responsible for integrating communications, media, digital and narrative work directly into Djirra's advocacy streams, ensuring communications activity is advocacy-led, strategically sequenced and aligned to the CEO's (or delegates) participation in key external forums, and amplifying the external engagement undertaken by the CEO (or delegates)

With the support and direction from the Director, Strategy & Office of the Chief Executive Officer and the Head of Office of the Chief Executive Officer, this role is also responsible for leading the implementation of internal communications activities, external campaigns and Djirra's events.

The Team Leader, Strategic Communications works in close partnership with the Team Leader, Policy & Advocacy to coordinate workloads, supervise staff, maintain quality and discipline in outputs, and ensure that messaging, media engagement and stakeholder communications strengthen Djirra's influence, reputation and reform objectives.

This role balances hands-on delivery with leadership, coordination and quality assurance, embedding communications capability where advocacy impact occurs, rather than operating as a standalone function.

¹ Djirra is the Woiwurrung word for the reed used by Wurundjeri women for basket weaving. Traditionally, when women gathered to weave, important talks took place and problems were solved. Djirra symbolises Aboriginal women today, still coming together to share stories, support each other and find solutions.



Key accountabilities

- Provide senior operational leadership for strategic communications across Djirra’s advocacy work, ensuring communications is embedded within our three advocacy streams and aligned with organisational priorities.
- Partner closely with the Team Leader, Policy & Advocacy to plan, coordinate and sequence integrated advocacy outputs, ensuring coherence between policy positions, messaging, narrative and stakeholder engagement.
- Lead the development, delivery and quality assurance of a strategic communications strategy and its outputs including media responses, opinion pieces, digital content, campaign materials, advocacy toolkits and CEO/executive communications.
- Coordinate communications support for the CEO’s (or delegates) participation in priority forums, including briefing materials, speaking notes, messaging frameworks, media engagement and follow-up communications.
- Oversee proactive and reactive media engagement, including pitching, shaping public commentary, managing reputational risk and ensuring disciplined, consistent messaging.
- Maintain oversight of Djirra’s strategic narrative, working with the Head of the Office of the CEO, to ensure communications activity aligns with organisational positioning, advocacy priorities and risk settings.
- Lead and support communications staff embedded within advocacy streams, including workload coordination, coaching, performance management and capability development.
- Contribute to whole-of-organisation advocacy outputs such as campaigns, Annual Report content, submissions summaries and Board or executive materials, ensuring consistency and quality across streams.
- Establish and maintain effective workflows, templates and decision-making processes for communications activity, supporting efficiency, clarity and accountability.
- Build and maintain strong relationships with internal stakeholders and key external media and sector stakeholders to support Djirra’s advocacy objectives.
- Ensure Djirra’s channels (website, social media platforms, newsletters and collaterals) are aligned with Djirra’s visual identity and key messages, reflecting the organisations work and advocacy.
- Collaborate with teams across the organisation to incorporate the voices and experiences of Aboriginal women into Djirra’s messaging.

Key selection criteria

Professional / Functional Skills

- Demonstrated deep understanding of the Victorian Aboriginal community and the systemic issues impacting Aboriginal women, particularly across justice, family violence, child protection and self-determination contexts.
- Extensive experience providing strategic communications and media advice on complex policy, advocacy or public affairs matters in high-profile, values-driven or for-purpose environments.
- Demonstrated ability to integrate policy, messaging, media and narrative, translating complex reform agendas into clear, disciplined and influential communications.
- Proven experience leading communications in fast-paced, high-stakes environments, including managing competing priorities, tight deadlines and reputational risk.





	<ul style="list-style-type: none"> • Strong writing and editing skills, with experience producing high-quality media content, briefings, opinion pieces, speeches and digital communications for senior leaders and diverse audiences. • Demonstrated ability to exercise sound judgement, discretion and confidentiality, particularly in politically or culturally sensitive contexts. • Experience leading, mentoring and supporting communications staff, fostering collaboration, accountability and continuous improvement. • Desirable: experience leading campaigns and supporting community or corporate events.
<p>Competency</p>	<ul style="list-style-type: none"> • Strategic integration: Demonstrates an ability to align communications activity with advocacy priorities, CEO leadership and organisational strategy, ensuring coherence across messaging, policy and delivery. • Leadership and people management: Effectively leads and supports staff in embedded, multidisciplinary teams, creating clarity, trust and shared accountability for outcomes. • Judgement and decision-making: Exercises high-level judgement in managing public narrative, media engagement and reputational risk, escalating issues appropriately and balancing influence with discipline. • Initiative and execution: Confidently initiates, plans and delivers complex communications projects with minimal direction, adapting to changing priorities while maintaining quality. • Specialist communications expertise: Provides authoritative advice on media strategy, narrative framing and digital communications to advance policy and advocacy goals. • Stakeholder management: Builds and maintains constructive relationships with internal leaders, media, sector partners and other stakeholders to support coordinated advocacy. • Problem-solving: Applies analytical thinking and specialist communications expertise to resolve complex issues, manage trade-offs and identify effective solutions. • Collaboration: Works effectively across streams and roles, contributing to a culture of shared responsibility, transparency and mutual respect.
<p>Technical Skills</p>	<ul style="list-style-type: none"> • PC skills, including familiarity with MS suite of tools. • Technical proficiency in the application of multi-channel communications methods. • Proficiency in Adobe creative suite, Canva, Mailchimp and other cloud software (desirable).

Qualifications

- A Working with Children Check Card
- A National Police Check
- A relevant tertiary qualification – Bachelor’s in journalism, Communications or Public Relations.

Workplace health and safety

Djirra is committed to providing and maintaining the health and safety of its employees.

All staff at Djirra are expected to champion proactive and positive health and safety practices in the workplace and when working offsite by raising health, safety and wellbeing issues or concerns with managers and colleagues. Staff are required to observe all





safe work procedures, rules and instructions, and take all reasonable care for their own safety and for the safety of work colleagues by always operating in a safe and appropriate manner. Staff are encouraged to undertake related training e.g. – First Aid training, Fire Warden, etc.

Information about these policies is contained in Djirra’s Human Resources Policy Manual.

We are a Child Safe Organisations

Djirra is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Djirra is subject to a satisfactory Australian Criminal History Check and an *Employee Working with Children Check* (in Victoria).

An International Police Check will also be required if you have resided continuously in an overseas country for 12 months or more in the last ten years.

Other important information

Djirra’s employees and volunteers are required to adhere to relevant policies and procedures including, but not limited, to:

- Code of Conduct Policy
- Occupational Health and Safety Policy
- Social Media Use Policy
- Privacy Information Policy
- Conflict of Interest Policy
- Volunteer Policy

Information about these policies is contained in Djirra’s Human Resources Policy Manual.

ACKNOWLEDGEMENT

I acknowledge that I have received a copy of the Position Description and have read and understand its contents.

Employee name:		
Employee signature:		Date: / /
Manager’s name:		
Manager’s signature:		Date: / /

HR CHECKLIST

- Return one copy of completed form and any attachments (e.g. current Organisation Chart) to the employee to keep.
- Place one copy of completed form and any attachments on the employee’s Performance File.
- Retain original completed form and any attachments on the employee’s Personnel File.

Initials: _____

Date: / /