



## Gayaa Dhuwi (Proud Spirit) Australia

Aboriginal and Torres Strait Islander Leadership in Social and Emotional Wellbeing, Mental Health and Suicide Prevention

# Digital Media Officer

## Position Description

Position Title	Digital Media Officer
Employment Type	Full Time
Salary	\$84,740 - \$89,538
Team	Operations
Report To	Communications Manager
Direct Reports	None
Location	Brisbane, Canberra or Melbourne

## About Gayaa Dhuwi

Gayaa Dhuwi is the national peak body for Aboriginal and Torres Strait Islander social and emotional wellbeing, mental health, and suicide prevention. As a members based, community-controlled organisation, we are governed by Aboriginal and Torres Strait Islander experts and peak bodies.

Our vision is the highest attainable standard of social and emotional wellbeing, mental health, and suicide prevention outcomes for Aboriginal and Torres Strait Islander Peoples. Our role is to lead and advocate for systemic change that places the voices, strengths, and needs of Aboriginal and Torres Strait Islander Peoples at the centre of national policies and reforms.

We work in a fast-paced national policy and reform environment where priorities can shift quickly in response to government processes, parliamentary inquiries, sector developments, member priorities, emerging evidence, and national reform opportunities. As a result, our team needs to be made up of individuals who can understand complex policy and service systems, work respectfully within an Aboriginal and Torres Strait Islander leadership and organisations, and produce high-quality work across social and emotional wellbeing, mental health, and suicide prevention.

Gayaa Dhuwi's work is long-term with progress often requiring sustained advocacy, careful relationships, strong evidence and the ability to keep work moving over time. People who thrive at Gayaa Dhuwi are steady, thoughtful, organised, respectful, clear in their communication and able to maintain perspective while working on issues that matter deeply to our peoples and communities.



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### The Role

The Digital Media Officer is responsible for the day-to-day production of Gayaa Dhuwi's digital content to assist with the delivery of social media, the eNewsletter, digital assets, website updates, and support for webinars and podcasts. The role works under the direction of the Communications Manager and contributes to the organisation's communications presence across all digital channels.

This is a hands-on production role that requires strong digital skills, creative capability, and the ability to work quickly and accurately to produce content that is engaging, culturally safe and consistent with the organisation's brand. The Digital Media Officer will understand that for a national peak body, every piece of digital content is a public representation of the organisation and the communities it serves.

The role works closely with the Communications Manager, who provides strategic direction and quality oversight, and will also support operational functions connected to events and exhibiting as required.

### Key Responsibilities

- Produce social media content to be published across Gayaa Dhuwi's platforms, in accordance with the communications strategy and direction from the Communications Manager.
- Design and produce digital assets including graphics, banners, infographics and other visual content for use across digital channels and events.
- Prepare and distribute the organisation's eNewsletter, coordinating content from across the team and ensuring accurate, on-brand production.
- Support the production of webinars and podcasts, including technical setup, scheduling, promotion and post-production coordination.
- Update website content as directed, ensuring accuracy and consistency with organisational messaging.
- Support the Communications Manager with the production of the annual report, including layout, design and content coordination.
- Contribute to the development of digital content plans and scheduling in collaboration with the Communications Manager.
- Monitor social media channels and flag relevant activity, comments or issues to the Communications Manager.
- Support exhibiting at external events, including the production of digital and physical display materials.



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- Ensure all digital content is culturally safe, accessible, accurate and consistent with Gayaa Dhuwi's brand guidelines and organisational values.
- Maintain an organised library of digital assets, templates and content.
- Undertake other duties as required.

### Performance and Behaviour Expectations

- Produces digital content, including social media, graphics, eNewsletter, website updates that is accurate, well-designed, culturally safe and consistent with the organisation's brand.
- Delivers content to agreed timelines and schedules without requiring follow-up.
- Maintains an organised and accessible library of digital assets and templates.
- Responds to communications production requests in a timely and helpful way.
- Flags technical issues, platform changes or content concerns to the Communications Manager proactively.
- Manages multiple concurrent production tasks accurately and with attention to detail, reducing errors.
- Works respectfully within an Aboriginal and Torres Strait Islander organisation and ensures all digital content reflects cultural safety and the organisation's values.
- Works constructively with the Communications Manager and takes direction well, incorporating feedback into revised work promptly.
- Contributes to a focused, respectful and collaborative team environment.

### Qualifications, Knowledge and Experience

- Relevant qualifications in digital media, communications, design or a related field, or equivalent professional experience.
- Demonstrated experience producing digital content including social media, email newsletters, digital graphics and website updates.
- Proficiency in digital design tools such as Canva, Adobe Creative Suite or equivalent.
- Experience supporting webinar or podcast production.
- Demonstrated ability to work respectfully and effectively within an Aboriginal and Torres Strait Islander organisation, or with Aboriginal and Torres Strait Islander Peoples, organisations and communities.



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- Strong attention to detail and the ability to produce accurate, consistent and on-brand content across multiple channels.
- Ability to manage multiple production tasks simultaneously and meet deadlines reliably.
- Clear written communication skills for digital content production.

### Selection Criteria

1. Demonstrated ability to work respectfully within an Aboriginal and Torres Strait Islander leadership organisation, including understanding of cultural safety, self-determination and the importance of Aboriginal and Torres Strait Islander leadership.
2. Demonstrated experience producing digital content across social media, eNewsletters, digital assets and websites, including the ability to design visually engaging, on-brand and culturally safe content.
3. Demonstrated proficiency in digital design and content production tools, including the ability to produce high-quality graphics, layouts and digital materials to a professional standard.
4. Demonstrated ability to manage multiple concurrent production tasks, meet deadlines consistently, and maintain accuracy and quality across all digital channels.
5. Demonstrated ability to take direction, incorporate feedback constructively, and work collaboratively within a small communications team.

### Benefits

- Competitive salary package including superannuation, four weeks of annual leave with annual leave loading, salary sacrificing options, and a mobile phone allowance.
- Flexible working arrangements working from home two days per week on a Monday and Friday, and in the office three days per week on a Tuesday, Wednesday and Thursday.
- Professional development support and mentoring from the executive leadership team.



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### Eligibility

- Aboriginal and Torres Strait Islander people are encouraged to apply for this opportunity under section 51 of the Equal Opportunity Act 1984.
- Applicants must be an Australian citizen or have permanent residency status pending the granting of Australian citizenship. All successful applicants for the position will be asked to complete pre-engagement checks including national police check and a working with vulnerable people check.

### Additional Notes

- Travel to other parts of Australia will be required from time to time.