



Gayaa Dhuwi (Proud Spirit) Australia

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

Communications Manager

Position Description

Position Title	Communications Manager
Employment Type	Full Time
Salary	\$124,951 - \$142,509
Team	Operations
Report To	General Manager
Direct Reports	Digital Media Officer
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 Communications Manager leads Gayaa Dhuwi's communications function, developing and delivering the organisation's communications strategy and overseeing the production of all organisational communications including media releases, the website, social media, digital content, the eNewsletter, webinars, podcasts and the annual report.

The role works under the General Manager and leads a team of one direct report, the Digital Media Officer who is responsible for digital content production and assisting with social media delivery. The Communications Manager provides strategic direction and quality oversight across all communications outputs, and works closely with the CEO, Director, Policy and Director, Reform to ensure communications are strategically aligned with the organisation's policy and reform priorities.

This is a senior communications role that requires strategic thinking, strong writing and editing skills, and the ability to translate complex policy content into clear, compelling communications for diverse audiences. The Communications Manager will understand that for a national peak body, communications is advocacy and that every public-facing product is an opportunity to restate the organisation's policy priorities whilst protecting its reputation.

Key Responsibilities

- Develop and implement Gayaa Dhuwi's communications strategy, ensuring it supports the organisation's policy, reform and advocacy priorities.
- Provide strategic direction and quality oversight across all organisational communications, including digital, media, publications and events-related communications.
- Lead and develop the Digital Media Officer, providing clear direction, regular feedback and quality review of digital content.
- Advise the CEO, General Manager and executive leadership team on communications risks, opportunities and strategy.
- Lead the preparation of media releases, public statements and reactive media responses in consultation with the CEO and General Manager.
- Monitor media coverage relevant to Gayaa Dhuwi's mandate and provide timely media intelligence to the CEO.
- Support the CEO and Director, Policy with media engagement, including preparing talking points and briefing materials.



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- Manage relationships with media contacts.
- Oversee the organisation's website, ensuring content is current, accurate and consistent with organisational messaging.
- Provide strategic direction for social media, the eNewsletter, webinars, podcasts and digital assets, with day-to-day delivery managed by the Digital Media Officer.
- Oversee the production of the annual report, coordinating contributions from across the organisation and ensuring the final product is of a high standard.
- Ensure all digital communications are culturally safe, accessible and consistent with the organisation's brand and values.
- Undertake other duties as required.

Performance and Behaviour Expectations

- Develops and delivers a communications strategy that is clearly aligned with the organisation's policy and reform priorities and advances its advocacy agenda.
- Produces and oversees communications outputs, including media releases, website, digital content, annual report that are accurate, well written, culturally safe and consistent with organisational messaging.
- Provides timely media intelligence and strategic communications advice to the CEO and General Manager.
- Provides clear direction, regular feedback and quality oversight for the Digital Media Officer.
- Develops the Digital Media Officer's capability and addresses performance issues constructively.
- Works constructively with the CEO, Director, Policy and Director, Reform to ensure communications are strategically aligned with policy and reform activity.
- Translates complex policy content into clear, compelling communications for diverse audiences effectively.
- Works respectfully within an Aboriginal and Torres Strait Islander organisation and ensures all communications reflect self-determination, cultural safety and community priorities.
- Handles sensitive communications matters with discretion and contributes to a focused and respectful workplace.



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Qualifications, Knowledge and Experience

- Relevant tertiary qualifications in communications, journalism, public relations or a related field, or equivalent professional experience.
- Demonstrated experience in a senior communications role, including strategy development, media relations, digital communications and publications management.
- Strong understanding of or willingness to develop knowledge of Aboriginal and Torres Strait Islander social and emotional wellbeing, mental health and suicide prevention, and the national policy context.
- 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.
- Exceptional writing and editing skills, including the ability to translate complex policy content into clear, compelling communications for diverse audiences.
- Experience leading communications staff and overseeing digital content production.
- Sound judgement in managing communications risks and media engagement.
- Attention to detail and the ability to manage multiple communications outputs simultaneously.

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 in senior communications, including developing communications strategies, managing media relations, overseeing digital communications, and producing high-quality publications.
3. Demonstrated ability to translate complex policy or advocacy content into clear, compelling and culturally safe communications for diverse audiences, especially reflective of Aboriginal and Torres Strait Islander needs and perspectives.
4. Demonstrated experience leading communications staff or overseeing digital content production, including providing clear direction, quality oversight and constructive feedback.



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5. Demonstrated sound judgement in managing communications risks, handling sensitive public matters, and advising senior leaders on communications strategy.

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.

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.