

Position Description

Digital Communications Advisor

Location:	Collingwood, Victoria/ hybrid arrangements
Reports to:	Campaigns and Communications Manager
Team:	Campaigns and 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 create multi-media content and contribute to the delivery of digital communications and social media activity that advances Gellung Warl's communications priorities, organisational objectives and Treaty outcomes. The role supports effective communication and community engagement by producing high-quality digital content, contributing to publications and campaigns, maintaining digital channels and providing practical communications advice to support engagement with First Peoples and broader audiences.

This role requires the ability to navigate a complex and politically sensitive environment, ensuring digital communications, multi-media content and social media activity uphold Gellung Warl's cultural authority, priorities and values while maintaining constructive relationships with colleagues, Traditional Owners, communities, stakeholders and relevant internal teams.

As part of the Campaigns & Communications Team, the Digital Communications Advisor provides practical and strategic support across digital communications, social media, multi-media content and publication development, working closely with the Campaigns & Communications Manager and relevant internal stakeholders to translate organisational priorities into effective digital content and communications outputs. The role helps ensure digital communications are timely, audience-focused 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 digital communications, social media and content support to assist effective public communication and informed organisational decision-making.
- Work collaboratively across Gellung Warl to support digital engagement, communications delivery and alignment of communications activity with organisational priorities.
- Maintain constructive working relationships with colleagues, stakeholders and community representatives to support effective digital communications outcomes.

Specific:

- Contribute to the delivery of social media and digital communications activities that support engagement with Community Members and broader audiences.
- Contribute to the development of internal publications for Assembly Members and external publications for the broader Aboriginal Community and general public.
- Create and deliver multi-media content, including audio, video and other digital formats, to support communications priorities and community engagement.
- Provide written and verbal communications advice to the Campaigns & Communications Manager and relevant internal stakeholders.
- Develop, maintain and publish social media content and campaigns across relevant digital channels.
- Maintain website content using content management systems and support the accuracy, relevance and timeliness of digital information.
- Work as part of a team to deliver digital communications activity in support of complex community engagement priorities.
- Provide advice and guidance on communications best practice to support effective digital engagement and content delivery.
- Manage relationships across Aboriginal communities and the Aboriginal Community Controlled sector to support effective communications and respectful engagement.
- Synthesise complex information and communicate it clearly, simply and effectively across digital and written formats.
- Work to challenging deadlines while maintaining quality, responsiveness and alignment with approved communications priorities.
- Contribute to the promotion of Gellung Warl's core values and broader public profile through high-quality digital communications practice.
- Undertake other duties consistent with the role's classification and purpose as directed.

Key Selection Criteria

Skills, Competencies & Knowledge

- Experience working in a team to deliver a social media program in the context of complex community engagement.
- Ability to provide advice and guidance on communications best practice.
- Demonstrated experience developing social media content and campaigns and maintaining social media channels.
- Demonstrated experience maintaining websites using content management systems.
- Ability to create and deliver multi-media content such as audio and video.

- Demonstrated ability to manage relationships across Aboriginal communities and the Aboriginal Community Controlled sector.
- Ability to work to challenging deadlines.
- Comprehensive knowledge of Victorian Aboriginal communities.
- Collaborative and respectful approach.
- Strong influencing skills, conceptual thinking, and the ability to synthesise complex information and communicate it effectively.
- MS Office proficiency.

Experience & Qualifications

- Demonstrated experience developing and delivering digital communications, social media content or campaigns in a community, public sector, representative, statutory, for-purpose or similarly complex environment.
- Experience contributing to the development of internal and external publications for community, member or public audiences.
- Experience creating and delivering multi-media content, including audio and video, to support communications and engagement objectives.
- Experience maintaining website content using content management systems.
- Experience providing communications advice or guidance on best practice in support of engagement or communications delivery.
- Demonstrated experience managing relationships across Aboriginal communities and the Aboriginal Community Controlled sector.
- Demonstrated capacity to succeed in the Aboriginal community-controlled sector, including the ability to support an Aboriginal-controlled and representative organisation and act in accordance with organisational values.
- Demonstrated capacity for success in a complex and contested environment, including responsibility for planning, managing and delivering communications outputs while maintaining focus on Treaty outcomes.
- Demonstrated capacity to achieve results through collaboration, information-sharing and effective engagement with others across the organisation and broader Victorian leadership context.
- Demonstrated capacity to manage and develop self, including building knowledge and skills, and acting with flexibility and perseverance.
- Demonstrated capacity to achieve high standards of integrity and behave in ways that support organisational values and reputation.
- Relevant qualification in communications, media, digital communications, marketing or a related field is desirable, or an equivalent combination of qualifications and 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

- Collaborative and respectful in approach.
- Creative problem solver.
- Able to work to challenging deadlines and maintain quality outputs.
- Flexible, resilient and committed to continuous self-development.
- Acts with integrity and supports the values and reputation of Gellung Warl.

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.