

## JOB PROFILE

# Senior Manager of Communications



The Assembly's objective is to promote the self-determination and empowerment of Traditional Owners and Aboriginal Victorians in the Treaty process, including by:

- Acting as the First Peoples' Representative Body to negotiate and agree Statewide Treaty and Interim Agreements,
- Acting as the Aboriginal Representative Body to support Treaty negotiations (including administering the Self-Determination Fund),
- Enabling Traditional Owners and Aboriginal Victorians to exercise sovereignty, the right to self-determination and other rights; including those contained in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

**Location:** 48 Cambridge Street, Collingwood VIC 3066

**Reports to:** Head of Engagement and Communications

**Function:** Develops messaging and campaign strategies with the elected leadership and Head of Communications and Engagement and manages the Assembly's multidisciplinary comms team producing the resulting materials and activities.

**Team:** Communications Team

**Team Function:** Manages external communications and public relations, and produces content for earned, paid and social media and Assembly materials, to build the Assembly's public profile and enrolment base, and public support for Treaty in Victoria.

**Classification:** \$151,260 - \$173,138 + salary packaging + superannuation

**Salary Range:** FPAV 6.2

**Employment Type:** Full-time

**Financial Authority:** \$10,000 delegation

**Direct Reports:** 10 roles

**Further information:** Please contact [People@firstpeoplesvic.org](mailto:People@firstpeoplesvic.org) with any enquiries

## OPERATIONAL RESPONSIBILITIES



## Description

## Key Performance Indicators

### Key Duties

- Manage a multidisciplinary comms team
- Contribute to development of strategic comms plans
- Implement comms plans and track and evaluate progress
- Provide high level strategic comms and media advice to Co-chairs and elected Members
- Project manage various comms projects and productions – including digital, print, video and photography
- Settle all written and visual content for approval by Head of Comms and Engagement and/or elected Members
- Oversee the Assembly's allyship and partnership building work
- Work with the Manager of Engagement to make sure Engagement team have various comms products and merch to support their work
- Oversee research and message testing projects, AB testing etc (internal and occasional external ones) and provide messaging advice to elected Members
- Manage program of regular email and other touch points with enrolees, allies and other stakeholders
- Manage flagship events such as concerts, significant ceremonies etc.
- Devise, commission/implement paid advertising campaigns

1. **Increase Audience Reach and Engagement** –
  - a. Strategically grow the Assembly's audience across key platforms, ensuring a measurable increase in the number of engaged followers or subscribers.
2. **Foster Positive Media Presence** –
  - a. Secure regular, favourable coverage in targeted media outlets to enhance the Assembly's reputation and visibility.
  - b. Build and maintain strong relationships with journalists, influencers, and media contacts to ensure consistent and positive storytelling.
3. **Deliver High-Quality, Engaging Content** –
  - a. Develop and manage the production of creative, compelling, and brand-aligned content that resonates with target audiences across multiple channels.
  - b. Ensure content is delivered on schedule and aligns with Assembly goals, driving measurable engagement and meeting strategic communication objectives.

### Influence & Action

- Navigate complex relationships, community politics and manage competing priorities to achieve objectives and strategic outcomes.
  - Collect and share ideas and information through collaboration with the Council, Members, and staff who play a critical role in furthering the Assembly's objectives.
  - Promote and support the achievement of core values and build upon the reputation of the Assembly.
1. Skilfully manages relationships, community politics and priorities to ensure set objectives and outcomes are achieved.
  2. Effectively generates ideas, shares information, and collaborates with the Assembly's stakeholders for the betterment of the Treaty process.
  3. Plays a valuable role in promoting the Assembly's values and building upon its reputation.

## Employee Performance Management

- Conducts timely formal Employee Reviews with direct reports ensuring Operational & Behavioural Responsibilities from their Job Profile are being met.
  - Praises exemplary performance and identifies appropriate opportunities for recognition and promotion.
  - Actively promotes employee professional development.
  - Puts in place documented Employee Development Plans for employees under performance management.
  - Assists in managing underperforming staff in line with the Assembly's policies and in compliance with Fair Work regulations.
1. Formal Employee Reviews are conducted with direct reports within designated timeframe.
  2. High performing staff are acknowledged and rewarded accordingly.
  3. Staff are provided the appropriate information and opportunity for professional development.
  4. Development plans are in place for employees under management.
  5. Disciplinary investigations are managed in line with policies & Fair Work regulations.
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## POSITION REQUIREMENTS

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### Skills, Competencies & Knowledge

- Dedication to the pursuit of self-determination for First Peoples.
- Deep understanding of First Peoples communities and politics in Victoria.
- Extensive leadership experience.
- Excellent written communication skills.
- Experience producing materials and content across a range of mediums.
- Strong understanding of Victorian politics.
- Experience identifying, categorising and reaching specific audience segments.
- Proven track record of successful campaigns or reform advocacy.
- Ability to multitask and manage a number of projects and team members.
- Proven ability to work quickly and under pressure.
- Experience crafting effective messaging strategies.
- Extensive experience generating and managing media coverage.
- Experience working constructively with a diverse range of stakeholders.

### Experience & Qualifications

- 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.

### Personal Attributes

- Passionate about being part of a reform to benefit First Nations people in Victoria.
- Able to maintain professionalism at all times to achieve strategic objectives & outcomes.
- Able to perform under pressure and continue to adhere to company policies/values.
- Able to show empathy and respect towards colleagues and Assembly stakeholder.

### Behavioural Responsibilities

1. Assembly Ethical Values & Compliance with Policies – Upholds the standards of Respect, Accountability, Honesty, Equality, Legal Compliance, and Conflict of Interest, as found in the Assembly's Standards of Conduct Policy, and adheres to all other Assembly Policies.
2. 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.
3. Personal & Professional Development – Actively seeks opportunities for personal and professional growth through ongoing learning and development initiatives.
4. Leads with Conviction – Considers the Assembly's values when making organisational decisions, and presents a mature, balanced, and united leadership approach.
5. Employee Performance Management – Conducts regular performance reviews, acknowledges and rewards high-performing staff, implements development plans for employee growth, and manages disciplinary matters in compliance with organizational and legal standards.

*# A full copy of the Behavioural Responsibilities to be provided as part of the onboarding process.*

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