

Media & Campaigns Lead

Position Description



Reporting Snr Manager – Strategic Comms & Marketing	Location Kalimna	Hours 0.8 FTE	Contract Ongoing	Reports 1	Job Level Manager
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The Purpose

The Media & Campaigns Lead is responsible for managing GLaWAC’s public-facing presence through strategic media engagement, integrated marketing campaigns, and brand-aligned communications.


This role helps to shape how GLaWAC shows up across public, political, and community spaces to ensure our values, voice and aspirations are represented with clarity and cultural integrity.

Working across business units, the Media & Campaigns Lead develops and delivers strategic campaigns that strengthen our profile and support nation-building efforts for our members. They also manage marketing activities and serve as the primary point of contact for external media to ensure consistent, culturally aligned messaging across all platforms.


The Role




Lead the development and delivery of integrated, multi-platform campaigns that promote GLaWAC’s programs, services and strategic priorities.




Act as GLaWAC’s primary media liaison, developing media materials, handling enquiries, pitching stories, and building relationships with journalists and outlets.




Manage content and messaging for key nation building initiatives, and GLaWAC’s commercial offerings (e.g. Bush Café, cultural tourism).



Collaborate with internal teams to ensure campaigns are community-informed and culturally grounded.



Evaluate and report on the impact of campaigns through metrics, insights, and community feedback to improve future planning and reach.



Provide advice on public positioning and audience engagement to support GLaWAC’s strategic objectives.

Essential Skills/Experience

- Background in media, journalism, PR, or political advocacy
- Strong capability in developing and managing multi-channel public campaigns
- Deep understanding of brand stewardship and cultural representation
- Exceptional written and verbal communication skills
- Ability to work collaboratively across teams and with community stakeholders
- Proven ability to work in First Nations-led environments with cultural sensitivity and respect
- Can maintain a realistic balance of tasks with multiple, sometimes competing priorities

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Desirable Skills/Experience

- Demonstrated experience in media relations, campaign planning, or public affairs
- Experience delivering campaigns in community, government, or Aboriginal organisations
- Experience in Adobe Creative Cloud & Canva
- Experience working with Aboriginal people, including a demonstrated ability to communicate and engage sensitively and effectively with Traditional Owner led communities and organisations, knowledge of the social and cultural issues they experience, and a genuine appreciation and respect for their culture.

Other Requirements

- Commitment to complete mandatory training
- Mandatory random Drug and Alcohol Testing (Policy Agreement)
- Pre-employment Fitness Testing
- Working With Children Check and/or Police Check
- Requirement to undergo vaccinations where applicable

Core Leadership Capabilities

1. Cohesive – have each other's backs
2. Cultural – have the REAL conversations
3. Courageous – be respectful and safe
4. Persistent – be committed to the purpose and lead by example