

## Position Description

### Media Relations Advisor

### The Yoorrook Justice Commission

The Yoorrook Justice Commission (Yoorrook) is the first formal truth-telling process into historical and ongoing injustices experienced by First Peoples in Victoria since colonisation. Guided by its values and principles, Yoorrook will:

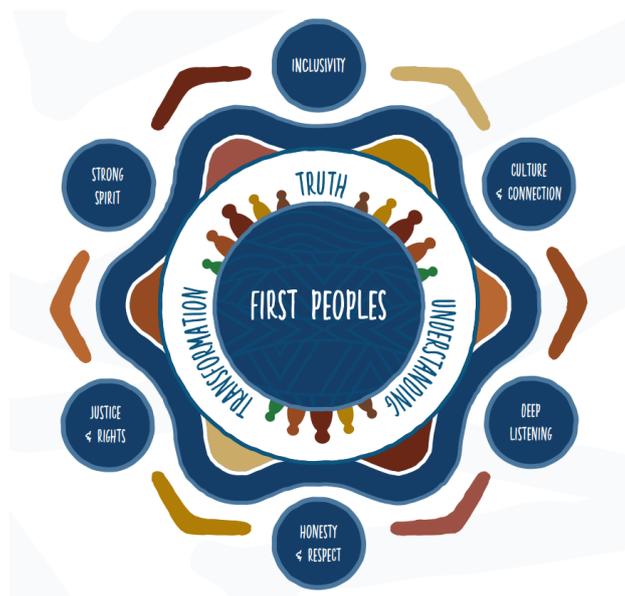
- Establish an official record of the impact of colonisation on First Peoples in Victoria.
- Develop a shared understanding among all Victorians of the impact of colonisation, as well as the diversity, strength and resilience of First Peoples' cultures.
- Make recommendations for healing, system reform and practical changes to laws, policy and education, as well as to matters to be included in future treaties.

Yoorrook is independent of government and the First Peoples' Assembly of Victoria. It has been established as an independent Royal Commission under the Inquiries Act 2014. See [here](#) the Letters Patent that set out Yoorrook's mandate.

Yoorrook is unique among Royal Commissions because, while it is for the benefit of all Victorians, First Peoples drove its design and remain at its centre.

## Strategic Priorities and Values

Yoorrook is unique among Royal Commissions because, while it is for the benefit of all Victorians, First Peoples drove its design and remain at its centre. Yoorrook's strategic priorities of **truth, understanding and transformation** are encompassed by our values, and guide the way in which we will work. Everything we do must contribute to achieving these three goals. For more information about how these values inform Yoorrook's strategic priorities see [here](#).



## Position Summary

Reporting to the Communications Manager and working collaboratively across Yoorrook, including with Commissioners, this position will be responsible for executing media strategies that drive awareness of and deep engagement with Yoorrook’s inquiry, particularly with First Peoples and other key stakeholders.

You will play a crucial role in identifying, building, and maintaining strong working relationships with the media. You will use these relationships to deliver coverage of Yoorrook’s work across print, radio, television, and online to amplify First Peoples’ truth telling and increase engagement with key audiences.

You will help protect and promote Yoorrook’s reputation and image through timely, strategic media engagement.

**Yoorrook’s Letters Patent requires it to prioritise the employment of First Peoples. First Peoples are strongly encouraged to apply for all roles at Yoorrook.**

<b>Classification</b>	VPS4
<b>Term</b>	Fixed term until 28 June 2024
<b>Salary Range</b>	\$88,955 – \$100,930 plus 10% employer superannuation contribution
<b>Reports to</b>	Manager, Communications
<b>Location</b>	Melbourne

## Key Accountabilities

1. Implement media strategies that resonate with target audiences and support First Peoples’ truth telling
2. Develop and implement plans to increase public awareness of Yoorrook’s inquiry
3. Develop and coordinate media outreach activities including (but not limited to); writing and editing media releases, listings, speeches, fielding media enquiries, running media events and monitoring, evaluating and reporting on media coverage
4. Speech writing and preparation of Commissioners for major public engagements
5. Develop proactive and reactive issues/crisis management key messages and briefing notes, collaborating where required across the organisation
6. Develop media briefing notes for Commissioners as required
7. Foster and build strategic and successful stakeholder relationships with key media and external partners to support Yoorrook’s goals
8. Collaborate and work closely with all staff to facilitate interconnections across the

organisation and support achievement of Yoorrook's truth-telling objectives.

9. Actively contribute to a positive, collaborative and culturally safe organisational culture, supportive of innovation and continuous improvement in a dynamic environment.

## Key selection criteria

- Demonstrated media/journalism experience within a newsroom, government, public relations, or otherwise contentious and complex media environment
- Demonstrated specialist skills in writing speeches, media releases, briefing notes, Q&A, key messages and social content
- Proven experience pitching to and achieving media coverage across print, radio, television and online and demonstrated ability to effectively measure impact
- Proven ability to keep stakeholders informed about, and engaged with, a particular endeavour, while managing their expectations about outcomes
- Proven ability to identify and mitigate risk within a stakeholder-rich environment. Experience with crisis communications an asset

## Additional information

Please note that as the work of Yoorrook is unprecedented, the focus of roles may be subject to change to ensure Yoorrook can be responsive to First Peoples' needs and deliver on its mandate. We will be recruiting people who can adapt to and lead change.

### Yoorrook Commitment

#### Diversity and Equal Employment Opportunity

We welcome applicants from a diverse range of backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, people who identify as LGBTIQ+, people with disability, as diversity and inclusion drives our success.

It is important to us that candidates with disability can participate equitably in the recruitment process. If you need assistance or adjustments to fully participate in the application or interview process or if you have any enquiries about diversity and inclusion at Yoorrook, please contact (03) 7017 3387.

#### Supporting our employees balance their work and life commitments.

The nature and scope of flexible options available will depend on the nature of the position. Applicants are encouraged to discuss flexible arrangements with the hiring manager during the recruitment process.

#### Occupational health and safety responsibilities

In the context of OHS policies, procedures, training and instruction, as detailed in Section 25 of the Occupational Health and Safety Act 2004, employees are responsible for ensuring they:

- Follow reasonable instruction

- Cooperate with their employer
- At all times, take reasonable care for the safety of others in the workplace.

### Security requirements and professional obligations

- **Pre-employment screening may apply to all appointments**
- Preferred applicants may be asked to provide evidence of their qualifications
- All preferred applicants will be required to produce sufficient proof of their identity prior to commencing employment with the department
- Employment of successful candidates may be subject to a National Police Check

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