

RECRUITMENT INFORMATION PACKAGE

Communications Officer



(NSW Consumer Advisory Group – Mental Health Inc. t/a BEING)

BEING is part of



The Collective Purpose is a collaboration with



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1 RECRUITMENT PROCESS

PLEASE ENSURE TO READ THE FULL RECRUITMENT PROCESS LISTED BELOW.

1. Position to be advertised through various electronic media, commencing **Friday 17th August 2018**.
2. Applications to be submitted by email to Cecilia Rais, Human Resources Manager, at cecilia.rais@collectivepurpose.org.au
3. The closing date for applications is **Friday 7th September 2018** at 5:00pm.
4. All applications will be acknowledged by email.
5. Applications should include a cover letter or email, a written application addressing **all** Selection Criteria in word format (as specified in the attached Position Description), contact details for 3 work related referees and a current resume or CV attached.

Applications will not progress to interview if all the selection criteria are not addressed in a separate document.

6. Selected applicants will be invited to attend an interview.
7. Interviews will be conducted by a recruitment panel.
8. The interviews take approximately 40 minutes to conduct.
9. All interviewees will be asked the same set of questions, although the panel reserves the right to ask additional clarifying questions if necessary.
10. The panel will rank eligible applicants in order of preference.
11. The panel will confer to confirm its decision. The panel's decision is based on individual merit, taking into account the written application, interview and also pending referees' comments.
12. Referee checks will only be conducted on the higher ranked applicants.
13. In the event that one or more referee check raises questions, the panel will re-convene and discuss strategies.
14. Pending referee checks, the successful applicant will be offered the position. If they decline, the position will be offered to the next ranked person if appropriate.
15. All unsuccessful applicants will be notified in writing as soon as possible after the successful applicant accepts the offer of employment.

2 ORGANISATION PROFILE

BEING

<i>Type of organisation:</i>	Non-government organisation, registered charity
<i>Funding sources:</i>	Mental Health Commission of NSW (MHC NSW) and other non-government organisations
<i>Geographical focus:</i>	NSW
<i>Issue focus:</i>	Engagement, participation and systemic advocacy for and with people with lived experience
<i>Industry focus:</i>	Mental Health

General Contact details

Address: Level 5, 501 / 80 William St, Woolloomooloo, NSW 2011

Telephone: 02 9332 0200

Fax: 02 9339 6066

Email: info@being.org.au

Website: www.being.org.au

BEING

Being is the independent, NSW peak organisation for people with lived/living experience of mental health issues and emotional distress. Our primary focus is to ensure the voices of people with mental health issues and emotional distress are heard by decision makers, service providers, and the community. With a long-standing history of operation, Being is in a unique position to influence NSW policy, legislation, and service delivery, to improve the outcomes for the communities we serve by providing advice to the mental health sector on people's views and experiences of the way mental health services are delivered. We support people to advocate and provide input into decision making at all levels through a co-design process and peer-led activities.

Being has a strong focus on human rights, and as such advocate for the rights of people with mental health issues and emotional distress to live and participate in the communities they choose.

We are a value based organisation whose work is underpinned by Recovery-Oriented and Trauma-Informed principles including respect, social justice, and transparency, and a belief that recovery is possible for every individual.

Being engages with their members, Government, Community Managed Organisations, and the community through the provision of resources and information, consultations and submissions, research and evaluation, and education and training.

Being receives core and project funding from the Mental Health Commission of NSW and the NSW Ministry of Health.

Vision

BEING's vision is for all people with a lived experience of mental illness to participate as valued citizens in the communities they choose.

Principles

- Principles of recovery underpin all our work
- Recognition of the importance of a holistic approach
- Collaboration and team work
- Flexibility, responsiveness and innovation
- Consultative and participatory processes that have consumers at the centre
- Promoting equity and positive images to address discrimination and prejudice
- Accessible and approachable for all
- Promotion of professionalism and quality practice

Strategic Goals

OUR STRATEGIC GOALS	THE RESULTS WE WILL SEE
GOAL 1. SYSTEMIC IMPACT and INFLUENCE.	<ul style="list-style-type: none">• Positive changes in NSW policy, systems and services for people with the lived experience of mental illness.• Demonstrable impact on understanding of mental health consumer views in services, workplaces and the community.
GOAL 2. PROFILE & RECOGNITION.	<ul style="list-style-type: none">• Recognised widely as the lead organisation for mental health consumer views in NSW.• High consumer membership and participation
GOAL 3. INNOVATION & BUILDING CAPACITY.	<ul style="list-style-type: none">• Being has registered RTO status• Individual consumer, service provider and organisational capacity built through effective training and advisory services.• Stronger consumer workforce with a holistic recovery focus
GOAL 4. ROBUST & SUSTAINABLE ORGANISATION.	<ul style="list-style-type: none">• Thriving, resilient organisation with strong governance and efficient systems.• Secure diversified funding that matches operational needs and supports growth.

Advocacy and Projects:

Advocacy is a core BEING function. Examples of activities include:

- Feedback & advice to parliamentary committees and other policy makers on draft policy & initiatives
- Supporting consumers to participate in committees and some staff committee representation work
- Research reports

Examples of past and current work:

- Into the Light – An Arabic Resource In Psychological Health
- Consumer Journeys Project
- Consumer Workers Forums

Other key BEING activities:

- Recovery Conference
- Recovery in Art Exhibition
- Systemic advocacy training

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JOB DESCRIPTION

COMMUNICATIONS OFFICER

Position Description

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Organisation:	Being I Mental Health and Wellbeing Consumer Advisory Group (NSW)
Title:	Communications Officer
Employment type:	20 hours per week / 12 month contract
Salary and Award	\$25.76 per hour. Social, Community, Home Care and Disability Services Industry Award 2010 L2PP1 (G2Y1)
Location:	Level 5, Suite 501/80 William Street Woolloomooloo NSW 2011
Report to:	The CEO of BEING
Supervises:	N/A

About Being

Being is the independent, NSW peak organisation for people with lived/living experience of mental health issues and emotional distress. Our primary focus is to ensure the voices of people with mental health issues and emotional distress are heard by decision makers, service providers, and the community. With a long-standing history of operation, Being is in a unique position to influence NSW policy, legislation, and service delivery, to improve the outcomes for the communities we serve by providing advice to the mental health sector on people's views and experiences of the way mental health services are delivered. We support people to advocate and provide input into decision making at all levels through a co-design process and peer-led activities.

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We are a value based organisation whose work is underpinned by Recovery-Oriented and Trauma-Informed principles including respect, social justice, and transparency, and a belief that recovery is possible for every individual.

Being engages with their members, Government, Community Managed Organisations, and the community through the provision of resources and information, consultations and submissions, research and evaluation, and education and training.

Being receives core and project funding from the Mental Health Commission of NSW and the NSW Ministry of Health.

Role Description

The Communications Officer is responsible for development, coordination and implementation of Being communication strategies, including social media interactions with stakeholders, ensuring effective, targeted and credible branding of the organisation. The position will develop and implement strategies

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to raise Being's profile including the development and implementation of the Communication and Media strategy and policy.

Duties and Responsibilities:

Communications and Social Media:

- Day-to-day coordination of real-time interactions with social media and Being website;
- Monitor key online conversations, events and opportunities to benefit the organisation including development of blogs, forums and online communities;
- Assist with the development of BEING's Communication and Media Strategic Framework and manage implementation;
- Assist with the development of BEING's social media strategy and manage implementation;
- Assist with the development of BEING's formal Communication and Media policy;
- Upload content to the BEING website, Facebook & Twitter, ensuring content is kept up to date;
- Use analytical tools to monitor and report on BEING's social media effectiveness and website usage;
- Responsible for the administration of online social presence
- Maximise brand awareness and identify areas for brand development;
- Leverage partner and members social media relationships to expand reach;
- Compilation and distribution of E-newsletter, Annual Report, etc
- Development of Communications and Social Media Report for Annual Report;
- Prepare art work/design of Annual Report, E-newsletter, brochures, flyers, etc
- Liaising with external printers to ensure deadlines are met and material is printed to the highest quality
- Other activities as required.

General Administrative Support:

- Screen and direct phone calls and distribute correspondence
- Manage the general info email account
- Administrative duties as required
- Ensure that inquiries about joining Being are responded to promptly and send membership forms to applicants

Other:

- Act in accordance with the principles of empowerment and inclusion of all people with lived/living experience of mental health issues and emotional distress.
- Act in accordance with Being's established policies and procedures, with particular attention to the Code of Conduct
- Act at all times in accordance with the Disability Services Act 1993
- Other duties as required

2.1 Essential Selection Criteria

- Personal experience of mental health issues and the ability to draw upon own personal experiences and the experiences of other to inform your work
- Strong writing skills including a proven ability to write media briefings and content for online/social media channels and website
- Demonstrated experience with content management systems in the delivery and maintenance of websites and e-Newsletters, and social media
- Knowledge of social networking channels and demonstrated experience in administering social media platforms;
- Tertiary qualification in Communications, Public Relations, Journalism or a related field
- Experience with photo/video/multimedia programs
- Demonstrated experience in managing not-for-profit websites including monitoring performance, trends and reporting using web analytics tools and a good knowledge of principles of Search Engine Optimization (SEO)
- Strong planning, organising and problem-solving skills
- High level interpersonal and communication skills with a broad diversity of stakeholders
- Ability to work independently whilst being part of a team

2.1 Desirable Selection Criteria

- Knowledge of design software packages including Adobe Suite Photoshop, InDesign, Illustrator and on Mac and PC platforms
- Experience developing a range of printed materials for small to medium sized organisations

Conditions of employment are as detailed in the Social, Community, Home Care & Disability Services Award (SCHCADS), a copy of which is available in the workplace.

Being is an Equal Employment Opportunity employer which also means we apply affirmative action strategies to the employment of people with a lived experience of mental health issues.



COMMUNICATIONS OFFICER

BEING IS LOOKING FOR A COMMUNICATIONS OFFICER

- Do you have a passion for branding and communications?
- Do you want to assist in providing an excellent communication service to a not-for-profit organisation?
- Use your digital skills to bring us to the next level

Do not miss this opportunity to contribute to the work and voice of Being - the NSW Independent Peak organisation for people with mental health issues and emotional distress.

This role is ideal for a self-driven, multi-talented creative and positive candidate at the beginning of their professional career who wants to work in an outcome driven, visionary not-for-profit organization. Your work will contribute towards advocating for the rights of people with mental health and emotional issues to live and participate in the communities they choose.

This role will be working under the direction of Being Policy and Communications Manager and will be assisting in the development, coordination and implementation of Being's communication and media strategies. You will be responsible for designing marketing materials such as brochures, bulletins, newsletters, annual reports, etc. Content creation and copy writing for Being social media, blogs, website and other promotional materials.

Your social media skills will be put to good use, interacting with our stakeholders to meet Being's operational and strategic goals, ensuring effective, targeted and credible branding of our organisation,

If you are a recent graduate, or studying towards a degree in Communications, Journalism, Graphic Design or Marketing, and are looking for their first step into a career, or looking to broaden your existing communication skills, please apply today!

The closing date for applications is **Friday 7th September 2018 at 5:00pm**. Applications will be reviewed and selected for an interview as they are received. Interviews will be held at our office in Woolloomooloo.

HOW TO APPLY

First download the attached Recruitment Information Package or [click here to download](#) a copy from our website.

Send a copy of the following to jobs@collectivepurpose.org.au

1. Resume
2. Cover Letter
3. Separate document addressing the selection criteria

4. Copy of your Media Portfolio (if any)

The Recruitment Information Package includes the position description and selection criteria.

You must address all the selection criteria in a separate document for your application to be considered.

For more information about the role please contact our HR Manager, Cecilia Rais on jobs@collectivepurpose.org.au

To know more about BEING's work please go to www.being.org.au.