



RECRUITMENT INFORMATION PACKAGE

Social Media Specialist

BEING – Mental Health Consumers Incorporated

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Organisational Profile

BEING – Mental Health Consumers is the independent, NSW peak organisation speaking with and for people with lived/living experience of mental health issues. Our primary focus is to ensure the voices of people living with mental health issues are heard by decision makers, service providers, and the community, and have an opportunity to lead and influence systemic change in services and systems.

BEING – Mental Health Consumers is committed to human rights principles of diversity, inclusion, and equity and believes that recovery is possible for all people who live with mental health issues and emotional distress.

Our Vision Our Purpose

For all people with a lived/living experience of mental health issues to engage as valued members in the communities they choose without stigma or discrimination.

Our Purpose

To ensure that the voices of people with lived/living experience of mental health issues are heard by decision makers, service providers and the community with a focus on systemic advocacy.

Our Values

The **lived experience** of people is fundamental to all that BEING – Mental Health Consumers does. Our work is underpinned by a commitment to upholding international human rights.

BEING – Mental Health Consumers holds the following values:

- Respect and dignity for all to enable inclusion.
- Social justice and equity to ensure participation.
- Belief in recovery to make it possible for every individual to recover.
- Integrity to ensure transparency and accountability.
- Fidelity to ensure the legitimate representation of the views of consumers.

Guiding Principles

- Creating space for people with lived / living experience of mental health issues to have their voices heard.
- Ensuring that recovery-oriented and trauma informed practice underpins all aspects of BEING – Mental Health Consumers' operation.
- The belief that services and a life free of stigma and discrimination are the human rights of every person.
- Providing capacity-building opportunities for all people with lived / living experience to grow.
- Ensuring that everything that BEING – Mental Health Consumers does is consumer led.

Our History and Work

With a long-standing history of 27 years of operation in leading and influencing systemic advocacy, BEING – Mental Health Consumers is expanding and growing a service provision portfolio, to support people dealing with the day-to-day impacts of mental health issues in their daily living, as well as support the expansion and growth of the lived experience workforce.

Our current programs include:

- BEING Leadership Academy
- BEING Suicide Support and Awareness
- BEING Lived Experience Network
- BEING Peer Workforce Network

National Reach

BEING - Mental Health Consumers is a founding member of the National Mental Health Consumer Alliance (NMHCA). The NMHCA was inaugurated with a formal media announcement in November 2019 in collaboration of peak bodies in multiple states and continues to grow in stature and size.

Our Culture

We pride ourselves on holding firm to our principles of Recovery Orientated Practice. This means that BEING – Mental Health Consumers upholds the following for our staff, Board, contractors, volunteers, members and the broader community:

- Promoting a culture and language of hope and optimism for people living with mental health issues.
- Use person first language and holistic approaches to recovery.
- Supporting personal recovery.
- Organisational commitment and workforce development to include people living with mental health issues.
- Take action on social inclusion and the social determinants of health, mental health and wellbeing.
- Belief that recovery is possible for everyone.

Equal Opportunity Employer

BEING – Mental Health Consumers is an Equal Opportunity Employer. This means we apply affirmative action strategies to the employment of people with personal lived/living experience of mental health issues and encourage people living with mental health issues to apply and to be involved as employees of our organisation.

POSITION DESCRIPTION

Title	Social Media Specialist
Weekly hours	Part-time (22.5hrs/week)
Employment type	12 Months Fixed Term Contract
Reporting to	Marketing and Communications Manager
Direct reports	Nil
Location	Woolloomooloo, NSW (Working from home during COVID restrictions may be required)

About the role

The Social Media Specialist is responsible for the implementation of BEING – Mental Health Consumers’ social media plan, strategy and policy, including digital and social media interactions with members, supporters, government, media, and other key stakeholders to ensure effective, targeted and credible messaging and branding of our organisation.

A key responsibility of this role is to help amplify brand exposure and build consumer relationships by creating and sharing informative, consumer-centred content that supports organisational goals.

The role requires a highly motivated individual who is creative and resourceful, and a social media whiz. The successful candidate will have exceptional attention to detail and approach their work with an innovative mindset. They will be flexible and adaptive to the changing pace of the organisation.

Duties and Responsibilities

<p>Operational</p>	<ul style="list-style-type: none"> • Produce coordinated messaging for social media campaigns, in line with the organisation’s cross-platform marketing and communications strategy • Maintain BEING – Mental Health Consumers’ voice across different social media channels • Maintain social media calendar and manage the weekly content publication schedule for key platforms including Facebook, LinkedIn, YouTube and Twitter • Create and procure a consistent high standard of accurate and engaging content for BEING – Mental Health Consumers’ social media platforms • Write and develop copy for social media • Assist in the creation and editing of graphics, video, and photo content for social media posts (using Canva or Adobe Creative Suite) • Build and maintain social media content bank and creative assets • Ensure all social media content is aligned with the organisation’s brand identity • Maintain website content (using WordPress) and optimise online material to drive traffic and create conversions • Assist with the administration and coordination of online events • Assist with the moderation of BEING – Mental Health Consumers’ online forums, groups and events
<p>Leadership</p>	<ul style="list-style-type: none"> • Lead the creation and dissemination of engaging content for BEING – Mental Health Consumers’ social media channels • Use innovative strategies to optimise audience engagement and action across all social media channels • Help amplify brand exposure and build consumer relationships by creating and sharing informative, consumer-centred content that supports organisational goals
<p>Education and Training</p>	

<p>Community Engagement</p>	<ul style="list-style-type: none"> • Monitor BEING – Mental Health Consumers’ social media channels (Facebook, Twitter, LinkedIn) and act as the first point of moderation for comments, providing responses to any questions and escalating when needed • Build and maintain positive relationships with key internal and external stakeholders, including colleagues, program managers, members, subscribers and other mental health organisations
<p>Compliance</p>	
<p>Other Reporting</p>	<ul style="list-style-type: none"> • Provide regular reporting, insights and recommendations on social media performance to ensure constant optimisation
<p>Other</p>	<ul style="list-style-type: none"> • Other duties as required

Key relationships

Stakeholders	Frequency	Items
Internal staff of BEING – Mental Health Consumers including CEO, Program and Project heads, other staff, contractors, and volunteers	Moderate	<ul style="list-style-type: none"> • Liaise with internal staff, and sometimes with contractors and volunteers
Board of BEING – Mental Health Consumers	Infrequent	
People living with mental health issues, their family and carers, and other members of the organisation	Frequent	<ul style="list-style-type: none"> • Connect and engage with people living with mental health issues, their family and carers, and other members of the organisation
Funding bodies	Infrequent	
State and federal Government department staff, and state and federal Commission staff	Moderate	<ul style="list-style-type: none"> • Liaise and connect with key stakeholders to ensure effective communication
Partner Organisations	Frequent	<ul style="list-style-type: none"> • Liaise and connect with other mental health organisations to facilitate communications requests • Work with partner organisations to promote BEING – Mental Health Consumers’ core work and programs
Media	Moderate	<ul style="list-style-type: none"> • Build effective relationships with media to promote BEING – Mental Health Consumers’ core work and programs

About You

To be successful in the position you will have the following:

	Required	Highly Desirable
Qualifications	<ul style="list-style-type: none"> Tertiary or Vocational Qualifications in Social Media Marketing, Communications, Journalism, Marketing, Media or Public Relations 	
Experience	<ul style="list-style-type: none"> Demonstrated experience in developing clear and engaging content for social media and digital platforms Demonstrated experience with project and campaign coordination Demonstrated experience planning and executing a social media schedule Experience working with brand guidelines Experience working collaboratively with key stakeholders 	<ul style="list-style-type: none"> Professional experience working in a similar social media role Experience working in the mental health/community services/disability sector Experience writing in a professional capacity Experience with graphic design and basic video editing Experience with content management systems in the delivery and maintenance of websites and social media platforms Demonstrated experience in working alongside and engaging with people with lived experience of mental health issues and suicidality
Knowledge	<ul style="list-style-type: none"> High level of computer literacy, including the use of MS Office suite Good knowledge of social media strategy and best practice Good knowledge of the principles of digital marketing 	<ul style="list-style-type: none"> Knowledge of the mental health sector in NSW
Skills	<ul style="list-style-type: none"> Outstanding written and verbal communication skills Exceptional attention to detail 	

	<ul style="list-style-type: none"> • Demonstrated ability to adapt to changing agendas, reprioritise, work under pressure and meet tight timelines • Excellent interpersonal skills, with the ability to establish and maintain positive and constructive relationships with varied stakeholders • Strong writing skills including a proven ability to write content for social media channels 	
Others		<ul style="list-style-type: none"> • Experience using Canva, Hootsuite, Mailchimp, WordPress and Salesforce

Performance Plan

The Social Media Specialist is required to develop and commit to annual key performance indicators (KPI's) that relate to BEING – Mental Health Consumers' Strategic Plan and annual Business Plan, each of which are monitored and assessed by the line manager and/or CEO. In addition, the Social Media Specialist is required to adhere to the Code of Conduct and abide by the operating Values of the organisation.

It should be noted that Position Descriptions are under constant review and may be changed at any time.