

RECRUITMENT INFORMATION PACKAGE

Content and Communications Coordinator

BEING – Mental Health Consumers

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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 26 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	Content and Communications Coordinator
Direct reports	Nil
Location	Woolloomooloo, NSW (Working from home during COVID restrictions may be required)

About the role

Working with the Marketing and Communications Manager and/or Lead, the Content and Communications Coordinator will implement cross-platform communication strategies, including digital and social media, marketing, and event collateral, as well as partner, member, subscriber and other key stakeholder communications.

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

The role requires an experienced and highly motivated communications professional who is creative and resourceful, with strong writing experience. 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.

	<u>Duties and Responsibilities</u>
Operational	<ul style="list-style-type: none"> • Create and procure a consistent high standard of accurate and engaging content, including newsletter content, blog posts, factsheets, organisational updates, videos and other communication materials • Write and develop copy and coordinate messaging for internal and external communications and marketing campaigns • Develop and maintain branded templates • Oversee quality control of documents such as reports, media releases, factsheets, and communications materials prior to external distribution • Coordinate the production of marketing and communications materials (such as newsletters, articles, annual report) to increase brand awareness and promote key programs • Develop and maintain email marketing assets and templates using Mailchimp and other distribution platforms • Produce, edit and publish weekly subscriber emails and special bulletins • Write, publish and maintain website content (using WordPress) and online material to drive traffic and create conversions • Coordinate digital marketing campaigns and tactical activity • Contribute to social media calendar and weekly content publication schedule • Maintain BEING - Mental Health Consumers' voice across different communications channels • Monitor and manage the Communications email inbox and facilitate all internal and external marketing and communications requests • Maintain image library and creative assets • Coordinate and maintain BEING - Mental Health Consumers' database of subscribers, media, communications, and broader stakeholder contacts through an integrated contacts management system • Assist with the administration and coordination of external events, consultations and workshops (online and in person), including technical support

	<ul style="list-style-type: none"> • Support the team through day-to-day marketing administration duties such as ordering of merchandise, management of collateral and other logistics
Leadership	<ul style="list-style-type: none"> • Lead the creation and dissemination of engaging content for BEING - Mental Health Consumers' communications channels • Use innovative strategies to optimise community engagement • Coordinate the application of brand guidelines across the organisation • Ensure all promotional materials are aligned with the organisation's brand identity • Research, pitch and develop innovative and compelling content, aligned with the organisation's Values and Principles
Community Engagement	<ul style="list-style-type: none"> • Build and maintain positive relationships with key internal and external stakeholders, including colleagues, program managers, members, subscribers, journalists and media outlets • Produce PR materials for external distribution including public statements and media releases • Assist to capture consumer stories through in-house video and photography
Compliance	<ul style="list-style-type: none"> • Develop and provide to management timely reports through weekly reporting • Maintain relevance with contemporary models and methods of communication, technology, databases • Participate and contribute to reviews of the portfolio including improvement mechanisms
Other Reporting	<ul style="list-style-type: none"> • Analyse and report on the organisation's online presence, traffic and engagement statistics • Provide monthly reports regarding key connections and KPIs
Other	<ul style="list-style-type: none"> • Adhere to all organisational policies, procedures, standards and practices • Act only in ways which advance BEING – Mental Health Consumers' objectives, values, reputation

	<ul style="list-style-type: none"> • Contribute to a positive organisational culture and learning environment • Other duties as directed by Management
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Key relationships

Stakeholders	Frequency	Items
Internal staff of BEING – Mental Health Consumers including CEO, Program and Project heads, other staff, contractors, and volunteers	Frequent	<ul style="list-style-type: none"> • Work on a daily basis with internal staff, and sometimes with contractors and volunteers
Board of BEING – Mental Health Consumers	Infrequent	<ul style="list-style-type: none"> • Assist with regular reports for inclusion at board meetings
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
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 Media, Communications, Journalism, Marketing or Public Relations 	
Experience	<ul style="list-style-type: none"> Demonstrated experience in developing clear and engaging content for multiple platforms and publications - print and digital Demonstrated experience with project and campaign coordination Demonstrated experience in writing in a professional capacity Extensive experience with proofreading, editing and formatting documents Demonstrated experience with content management systems in the delivery and maintenance of website and e newsletters Experience working with brand guidelines Experience working collaboratively with key stakeholders 	<ul style="list-style-type: none"> Experience working in the mental health/community services/disability sector Experience working with the media Experience with print production Experience with graphic design and basic video editing 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 - Word, Outlook, PowerPoint, Teams, Excel Good knowledge of principles of Search Engine Optimisation (SEO) 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"> • A lateral thinker with an ability to coordinate a multitude of tasks and projects simultaneously • 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 online/social media channels, website, and printed resources 	
Others		<ul style="list-style-type: none"> • Experience using Canva, Hootsuite, Mailchimp, WordPress and Salesforce

Performance Plan

The Content and Communications Coordinator 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 Content and Communications Coordinator 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 anytime.
