



## **MARKETING AND COMMUNICATION MANAGER**

Are you looking for a rewarding, purpose driven role and excited by the prospect of working for a peak body in the mental health sector?

A unique opportunity exists for an experienced Marketing and Communication manager to join our organisation.

This is full time position (38 hours/week), fixed term contract up to 30/06/2023 with hourly rate up to \$49 per hour depending on skills and experience.

### **ABOUT THE OPPORTUNITY**

The Marketing and Communications Manager will work closely with the CEO and other key stakeholders to design, develop, execute, and evaluate all aspects of marketing and communications for the organisation.

A key component of the role is to encourage and engage people with lived experience of mental health issues to be involved in government and non-government processes which support advocacy and systemic change.

The role requires someone who is flexible, adaptive, proactive and agile to the changing needs of the organisation and working within tight timeframes.

### **RESPONSIBILITIES:**

- Develop, implement, and oversee effective marketing and communications strategy across the organisation, including projects and other portfolios
- Lead and manage the marketing and communications team
- Guide brand voice (including language and brand guidelines)
- Develop communications processes (internal and external)
- Lead, monitor and evaluate effective member and stakeholder communications including newsletter, bulletins, social media and other communication outlets
- Develop and nurture key relationships with industry partners, funding bodies, government departments, suppliers and media contacts
- Identify opportunities for new partnerships
- Develop and implement PR strategy, ensuring consistent messaging
- Collaborate with CEO and Policy Team to draft media releases and public statements
- Write and distribute PR, including managing the day-to-day PR activity to maximise media coverage
- Engage, manage and extend BEING – Mental Health Consumers' online community through social media strategy, including the development and implementation of a social media schedule.
- Develop and oversee brand and tactical marketing campaigns, in collaboration with internal and external stakeholders

- Collaborate with Program Managers to develop marketing and communications strategies for each program, in line with the organisation's brand strategy
- Work within and track marketing and communication budgets
- Design and produce marketing materials (print and digital)
- Conceptualise and deliver successful events
- Provide support, mentoring and training to marketing and communications team members
- Database management (media, broader stakeholders)

#### **ESSENTIAL CRITERIA:**

- Tertiary or Vocational Qualifications in Media, Journalism, Communications, Marketing or Public Relations
- Experience in leading and managing teams
- Demonstrated experience developing and managing brand and tactical marketing campaigns
- Understanding of the principles of digital marketing, including search engine optimisation (SEO), social media strategy and content marketing
- Experience producing digital content, in line with SEO strategy (newsletters, blog posts, social media posts)
- Understanding of reporting mechanisms such as google analytics
- Effective communication skills, written and verbal
- Strong interpersonal skills, including relationship management
- Ability to work with a variety of stakeholders and align priorities accordingly
- Project management skills and experience working to multiple deadlines
- High level of computer literacy including Microsoft Office Suite (specifically Microsoft Teams, Word, Outlook, Excel and PowerPoint)
- Experience with graphic design (Adobe Creative Suite, Canva)
- Experience using CRM and CMS
- Strong writing skills and the ability to create and edit accurate, informative and engaging copy to brief (blog stories, website content, public statements, reports)
- Experience planning and delivering successful events
- Full COVID-19 vaccinations or approved Australian Immunisation Register medical exemption.
- Current police check and right to work in Australia.

#### **DESIRABLE CRITERIA:**

- Personal experience of living with mental health issues and demonstrated ability to utilise your own recovery to support and inspire hope and recovery for others
- Understanding of the mental health and suicide prevention landscape



- Experience in working in a Not for Profit (NFP) or Non-Government Organisation (NGO)

## ABOUT US

**BEING – Mental Health Consumers** is the independent, state-wide, peak organisation representing the views, perspectives and experiences of people who live with mental health issues in NSW.

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 recognised for the valuable expertise they bring to system and service reform.

## WHAT YOU'LL GET IN RETURN

- Competitive base salary
- Work with a collaborative team who cares
- Work life balance under our hybrid mode
- EAP services
- Modern terrace office location, with a lovely outdoor balcony for lunches and breaks
- Workplace surrounded by public transports (7 mins walk from St James station)
- Annual flu shots

## TO APPLY

Please email your application to [jobs@being.org.au](mailto:jobs@being.org.au) and include your CV and brief cover letter.

Closing date: 15/08/2022. The advertisement may close earlier than specified if a suitable candidate is appointed.

The position description and more information about our organisation can be found on our website: <https://being.org.au/work-with-us/>