



RECRUITMENT INFORMATION PACKAGE

Marketing & Communication Manager

BEING – Mental Health Consumers Incorporated

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Organisational Profile

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.

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

For all people living with 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 living with 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 living with 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 living with mental health issues to grow.
- Ensuring that everything that BEING – Mental Health Consumers does is consumer led.

Our History and Work

With a long-standing history of almost 30 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 living with 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	Marketing & Communications Manager
Location	Woolloomooloo, NSW (Working from home during COVID restrictions may be required)

About the role

The Marketing and Communications Manager will work closely with the CEO, to design, develop, maintain and evaluate all aspects of the marketing and communications portfolio including small- and large-scale projects that BEING – Mental Health Consumers is funded to complete. A key component of the role will be to scope an approach which better engages people who live with mental health issues to be involved in government and non-government processes which support individual and systemic advocacy.

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

	<u>Duties and Responsibilities</u>	<u>What Success Looks Like</u>
Operational	<ul style="list-style-type: none"> • In collaboration with the CEO, develop, implement, and oversee effective marketing and communications strategy across the organisation, including projects and other portfolios • Guide brand voice (including language and brand guidelines) • Develop communications processes (internal and external) • Lead, monitor and evaluate effective member and stakeholder communications including Mad Monday Memo newsletters, special bulletins, social media, board report, annual report, and other communication outlets 	<ul style="list-style-type: none"> • The organisation's marketing, communication and engagement strategies including digital strategy, are developed, and implemented • Organisation's brand is implemented consistently across the organisation • The incumbent is successfully leads and manages the Marketing and Communication team to deliver high

	<ul style="list-style-type: none"> • 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 Officer 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 • Database management (media, broader stakeholders) • Manage the day-to-day Marketing, Communication and Public Relation activities 	<p>quality communication outlets within the agreed timeframe</p> <ul style="list-style-type: none"> • The portfolio successfully builds beneficial relationships with stakeholders • PR strategy, media releases and public statements represent the organisation’s objectives and values • The incumbent successfully implements social media strategy • In collaboration with the Program Managers, the incumbent successfully develops marketing and communication strategies for each program • All marketing and communication spendings are within the budget • The organisation’s events are delivered successfully within the budget and within the agreed timeframe • Marketing and communication
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		<p>database management is accurate and up to date</p> <ul style="list-style-type: none"> • Day-to-day marketing, communications and public relations activities are delivered smoothly within agreed timeframe.
<p>Leadership</p>	<ul style="list-style-type: none"> • Provide leadership, guidance, support, and a point of contact to other portfolios on marketing and communications. • Provide leadership to drive the performance and outputs of the team and contractors including day to day management of the portfolio and be accountable for budget, timelines, and reporting. • Set performance indicators for direct reports and measure against performance and manage issues as they arise. • Lead and model a positive attitude, professional conduct and unwavering commitment to quality outcome and service delivery for staff, members, and key stakeholders in line with the organisation’s Vision, Values and Strategic Objectives. • Align team culture with the organisation's values and vision. 	<ul style="list-style-type: none"> • The incumbent provides high level of leadership, necessary guidance, and support to other port folios in timely manner. • Team members’ performance reviews are up to date • Overall marketing and communications team meets KPIs, and their behavior aligns with the organisation’s values. • The incumbent understands the impact of own behaviour on organisational outcomes. • Incumbent successfully develops a positive

		<p>culture and safe environment within his/her team and within the organisation.</p> <ul style="list-style-type: none"> • Team members of the portfolio practice culture of civility towards internal and external stakeholders. • Professional relationships are maintained with all stakeholders
Compliance and Quality Management	<ul style="list-style-type: none"> • Ensure compliance with legal requirements relating to marketing and communications. • In collaboration with the executives, maintain marketing and communication policies and procedures to ensure consistent and high-quality operations within scope of work. • Develop, implement, and review risk mitigation strategies relating to marketing and communications on a regular basis. 	<ul style="list-style-type: none"> • 100% compliance within scope of work • All marketing and communication policies and procedures are consistent and up to date • Risk mitigation strategies relating to marketing and communications are up to date.
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 and reputation • Contribute to a positive organisational culture and learning environment 	<ul style="list-style-type: none"> • Behaviour, decisions, and actions reflect BEING’s objectives and values • Total adherence to organisational policies, procedures, standards, and practices.

	<ul style="list-style-type: none"> • 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	Frequently	<ul style="list-style-type: none"> • Work on a daily basis with internal staff, contractors, and volunteers
Board of BEING – Mental Health Consumers	Infrequently	<ul style="list-style-type: none"> • Provide reports for the Board for each board meeting
People living with mental health issues, their family and carers, and other members of the organisation	Frequently	<ul style="list-style-type: none"> • Build strong relationships with people living with mental health issues, their family and carers, and other members of the organisation.
Funding bodies	Infrequently	
State and federal Government department staff, and state and federal Commission staff	Occasionally	
Partner Organisations	Frequently	<ul style="list-style-type: none"> • Liaise with other organisations as required

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, Journalism, Communications, Marketing or Public Relations 	

Experience	<ul style="list-style-type: none"> • Experience in leading and managing teams • Demonstrated experience developing and managing brand and tactical marketing campaigns • Experience producing digital content, in line with SEO strategy (newsletters, blog posts, social media posts) • Experience with graphic design (Adobe Creative Suite, Canva) • Experience using CRM and CMS • Experience planning and delivering successful events 	<ul style="list-style-type: none"> • 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)
Knowledge	<ul style="list-style-type: none"> • Understanding of the principles of digital marketing, including search engine optimisation (SEO), social media strategy and content marketing • Understanding of google analytics 	
Skills	<ul style="list-style-type: none"> • 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 	

	<p>Teams, Word, Outlook, Excel and PowerPoint)</p> <ul style="list-style-type: none"> • Strong writing skills and the ability to create and edit accurate, informative, and engaging copy to brief (blog posts, website content, public statements, reports) 	
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Performance Plan

The Marketing and Communication Manager 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 Marketing and Communication Manager 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.

I have read, understood, and agreed to the Position Description of my role. I accept that the Position Description may be reviewed and changed, as necessary.

Signed: _____ Date: ____/____/____

Print name: _____