

POSITION DESCRIPTION

Position title: Project Officer Communications

Time fraction: 0.6

Salary Range: SCHADS Level 4

Reports to: This position reports to the Senior Policy and Communications Officer

Location: Tandem Office, Abbotsford

1. WHO WE ARE

Tandem is the Victorian peak body representing family and friends supporting people living with mental health issues. Tandem's mission is to provide leadership and coordination for the community of individuals and organisations who seek better outcomes for Victorian mental health carers.

What we do

- We advocate for family and friend involvement in planning and care, participation in system change and support.
- We promote and support the development of the Mental Health Carer Workforce and leadership.
- We inform and empower family and friends to access the National Disability Insurance Scheme (NDIS).
- We promote and collaborate on the delivery of training on family inclusive practice for mental health professionals.
- We provide information, education, and training to family and friends supporting people with mental health issues.
- We support and advocate for the diverse needs of family, friends and other supporters of people living with mental health issues.
- We collaborate on research and policy development on matters in relevant areas.
- We raise community awareness about the important role of family and friends in mental health recovery.
- We administer the Carer Support Fund, which provides financial assistance to carers of people registered with Area Mental Health Services in Victoria.
- Tandem's members include family and friends (carers and former carers), organisations providing mental health services, regional carer networks and support groups.

2. SCOPE OF THE POSITION

Reporting to the Senior Policy & Communications Officer, the Project Officer (Communications) is responsible for Tandem's internal and external communications activities. This includes developing content and working with Tandem's program and project areas to keep stakeholders informed about Tandem's work by developing communications products such as; newsletters, speeches, digital content (website and social media) and campaigns. You will work closely with colleagues to ensure that Tandem's communication is clear, engaging, timely, and reflects our strategic priorities.

3. KEY RESPONSIBILITY AREAS

The position is a key part of the team involved in a range of projects, in order to ensure that the diverse voice of family and friends supporting someone with mental health issues and psychosocial disability across the life span, culture, gender, socioeconomic and rural and regional spectrum are heard by policy makers and stakeholders whilst building our profile and increasing our membership. This position will be part of a team ensuring that families and carers around Victoria are kept up to date with the Royal Commission into Victoria's Mental Health System activities and progress.

4. DUTIES

Key responsibilities of this role include:

- Implement the communications strategies that support Tandem's objectives
- Develop and grow Tandem's profile with the media
- Ensure consistency across Tandem's internal and external communications products and materials are in line with Tandem's writing and brand style guides
- Co-ordinate and partner with staff to develop digital content for publications, newsletters and communications material, including presentations, speeches and the annual report, which will include sourcing content, copy writing and editing, layout, proofing and distribution
- Manage and develop Tandem's social media accounts, including sourcing content, creating and scheduling content and providing monthly reports
- Manage website content updates, publishing program and project content. Liaise with Tandem website contractors regarding functionality of the website and changes to the site to meet organisational needs and continually improve the user experience
- Undertake daily media monitoring and plan, co-ordinate and evaluate media monitoring services
- Implement specific communications campaigns
- Assist with Tandem events, including member consultations, forums, conferences and the Tandem Awards for Exceptional Service to Family and Friends in Mental Health.

5. SELECTION CRITERIA

5.1 Key Selection Criteria

- Tertiary qualification in PR, Social Media, Marketing or Journalism and/or health or social science (with a communications work history)
- Demonstrated ability to implement end-to-end communications strategies and campaigns.
- Demonstrated experience in developing and providing content for communication materials including publications, websites and social media
- Experience preparing content using clear, concise and grammatically correct language. Edit written communications to ensure content achieves purpose and meets audience needs. Ensures appropriate style and format are used. Has a deep appreciation of the audience and how written materials may be interpreted along with outstanding attention to detail.
- Demonstrated experience placing high priority on accomplishment and attaining results. Identifies processes, tasks and resources required to achieve a goal. Uses systems and procedures to guide work and track progress. Recognizes barriers and finds effective ways to deal with them.

5.2 Other Criteria

- Strong interpersonal skills with the ability to work with and build relationships with people from a variety of backgrounds and experiences
- Proficiency in the use of Content Management Systems, the Microsoft Office Suite, Mail chimp and Eventbrite. Experience monitoring and reporting on performance of all content using analytics
- High-level organisational skills
- Excellent conceptual skills with the capacity to understand complex material
- Research skills
- Excellent problem solving skills; ability to develop solutions
- Capacity to work effectively in a collaborative and consultative manner

- A commitment to social justice and the rights of family and friends of people living with mental health issues
- High level computer skills
- Experience in the mental health or not for profit sector.

5.3 Desirable

- Lived experience as a family member or friend supporting someone with mental health issues.

6. REMUNERATION & CONDITIONS OF EMPLOYMENT

Salary and conditions

SCHADS Level 4. Salary packaging plus meals and entertainment allowance is also available.

Additional requirements

A probationary period of six months applies.

Police checks are mandatory for all new appointments.

A working with Children Check will be required.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

SIGNED BY EMPLOYER

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DATE:

Date: