

Position Description

Position title	Communications Specialist – Research and Advocacy
Location	South Melbourne (remote working required initially due to COVID-19 restrictions)
Team/department	Anne Deveson Research Centre (ADRC)
Employment status	Full time
Employment type	Maternity Leave Replacement (immediate start to 30 September 2021)

Reporting relationships

Reports to:

Deputy CEO and Director, Anne Deveson Research Centre

Position purpose

Position purpose	<p>About SANE Australia</p> <p>SANE Australia is a national mental health organisation working to make a real difference in the lives of people affected by complex mental health issues through support, research and advocacy.</p> <p>SANE’s Anne Deveson Research Centre (ADRC) was established in 2018 to conduct research to drive social outcomes for people affected by complex mental health issues.</p> <p>We are a values-led organisation that offers workplace flexibility, a supportive, friendly team, and the opportunity to help Australians affected by complex mental issues live long and fulfilling lives, free from stigma and discrimination.</p> <p>We are driven by our values of Respect, Innovation, Celebration, Responsibility and Collaboration.</p> <p>Staff at SANE Australia benefit from generous not-for-profit salary packaging options, an employee assistance program, and additional days pro-rata of paid Reflection Leave per year after completing 12 months of service.</p> <p>About the role</p> <p>This role, which works on both SANE and ADRC initiatives, requires a savvy communications professional with a strong understanding of the health and social change sectors who is passionate about translating research evidence into engaging, informative and influential content</p>
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	<p>that can be disseminated to a variety of audiences including policymakers, researchers and health professionals to create change in policy and practice.</p> <p>It will suit someone with a background in communications in a health promotion, social change or academic setting, and experience in communicating to a range of stakeholders. The successful candidate will work collaboratively across several teams, leading the design and implementation of the communications strategy for the National Stigma Report Card which is the flagship project of the ADRC.</p> <p>No day will be the same in this role as you'll be work across our research and communications verticals: on a given day, you might work on content strategy, turning a research report into a blog post or finding an engaging visual way of communicating quantitative or qualitative data.</p> <p><i>This position description is intended as a guide to the performance of duties and is not an exhaustive list of everything the incumbent will be required to do when carrying out duties. In addition to the Accountabilities below, the incumbent may be required to perform additional duties that are considered within the scope of their role and skill level.</i></p>
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Key Accountabilities

Accountability	
National Stigma Report Card Communications Strategy and Execution (70% of role)	<ul style="list-style-type: none"> • Work with the Deputy CEO/Anne Deveson Research Centre Director and the Director of Marketing and Fundraising to develop, project manage and implement a communications and knowledge translation plan for the National Stigma Report Card to support advocacy activities which drive change for people living with complex mental health issues. • Develop materials to communicate the project's findings and influence policy and practice for a range of audiences including health professionals and policymakers across a range of channels, including social media posts, infographics, research summaries, news stories, blog posts and eDMs. • Write briefs, commission and liaise with agencies and third party suppliers to support design, printing, copyediting, website and collateral development. • Maintain records and generate timely and accurate reports on communications activities to support reporting to the SANE Australia Board and funding bodies.

Accountability	
Anne Deveson Research Centre Communications Strategy and Execution (30% of role)	<ul style="list-style-type: none"> • Develop and implement an internal and external communications strategy for the ADRC, coordinating activities and ensuring alignment between ADRC, SANE and the Dax Centre. • Ensure that the communications needs of the ADRC are considered in the development of whole of organisation communications approaches and be the custodian of the ADRC brand (logo, templates etc). • Develop and execute a content plan for ADRC Social Media channels (Facebook, Twitter, Instagram and LinkedIn). • Copyediting and formatting of research reports, policy position statements as needed. • Lead the development of content for the Research and Advocacy sections of the SANE website, including writing, editing, and soliciting blog posts from researchers and other team members, newsletters, web content, thought leadership pieces and accompanying images and videos. • Maintain records and generate timely and accurate reports on communications activities to support reporting to the SANE Board and funding bodies.
People & Culture	<ul style="list-style-type: none"> • Uphold and work within the SANE Values and Behaviours. • Utilise SANE's Individual, Team and Project Planning Frameworks to guide work. • Work across teams and portfolios with ease. • Attend regular team meetings, professional development, training and debriefings as required.

Position dimensions

Direct reports	None
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Key internal and external stakeholders

Stakeholder	
Anne Deveson Research Centre (ADRC) team	<ul style="list-style-type: none"> • Work with the Research team to understand key messages, ethical considerations and secure approvals.
Policy and Advocacy	<ul style="list-style-type: none"> • Work with Head of Policy and Advocacy to understand key messages, prepare content and secure approvals.

Stakeholder	
Marketing and Fundraising team	<ul style="list-style-type: none"> • Work with team members to plan, coordinate and deliver key activities ensuring everything is delivered on time and on budget.
External stakeholders (Academics, Mental Health and Community Sectors, Government and other policymakers)	<ul style="list-style-type: none"> • Understand audience needs and tailor materials to meet these.

Key Selection criteria

Qualifications
<ul style="list-style-type: none"> • Essential: Qualifications in professional writing and editing, communications, journalism, media, public relations or similar. • Desirable: Qualifications in science communications, public health or health promotion.
Experience
<ul style="list-style-type: none"> • Experience working within a multidisciplinary health, research, policy or social change environment. • Demonstrated experience in translating academic research into key messages and communications assets to influence policy and practice. • Experience publishing in a CMS and other digital platforms (Drupal and Joomla preferred). • Project management (planning, scheduling, budgeting time) on complex fast-paced projects involving multiple internal and external stakeholders. • Experience working with a range of stakeholders, including internal and external bodies, research bodies, academic organisations, and government. • Knowledge of best practice web content publishing standards, including usability and accessibility, and the principles of content modelling and structured content. • Experience scheduling content and developing standards, guidelines and other related documentation. • Knowledge of search engine optimisation and content marketing techniques. • Familiarity with video and audio production for online platforms.
Capabilities
<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with high attention to detail. • Ability to work collaboratively across a multidisciplinary team. • Capacity to be flexible in fast paced work environment while managing a busy role. • Adaptable and comfortable dealing with ambiguity, handling risk and implementing change; can shift gears comfortably.

How to Apply

If this role sounds like you, and you are an immediately available candidate, please apply here today. We will be reviewing applications ASAP, only shortlisted candidates will be contacted.

Applications must include;

- Current Curriculum Vitae
- Your responses to the key selection criteria (qualifications, experience and capabilities)

Please note that applications that do not respond to the key selection criteria will not be considered for interview.

SANE Australia welcomes applications from all suitably qualified candidates. We are committed to developing and supporting a workforce that is well-equipped and motivated to make a real difference in the lives of people affected by complex mental health issues.

We strive to have a rich, diverse workforce. We encourage applications from people with lived experience of mental health issues, Aboriginal and Torres Strait Islander people, people with disabilities, people from CALD and LGBTQIA+ communities, and people of all ages.

We believe in building an inclusive workforce that sees human difference as a strength and supports our vision for all Australians affected by mental health issues to lead long and fulfilling lives, free from stigma and discrimination.