



---

## POSITION DESCRIPTION

---

# COMMUNICATIONS AND MARKETING OFFICER

---

<b>Location:</b>	Parkville
<b>Division:</b>	Communications
<b>Salary range:</b>	Commensurate with skills and experience of successful applicant
<b>Employment Type:</b>	Part-time (0.6 FTE), fixed term position available until 4 December 2021 (Maternity Leave Cover)
<b>Position reports to:</b>	Communications and Marketing Manager

## 1. POSITION SUMMARY

The Communications and Marketing Officer plays an integral role in developing, implementing and evaluating communications and marketing activities that inform Orygen's external stakeholders about Orygen's research, clinical programs, policy recommendations, education and training opportunities, achievements, and other activities; and in engaging with a broad range of stakeholders through the organisation's communications channels.

As part of the communications team, the Communications and Marketing Officer works towards Orygen being recognised as a global leader in mental health and research communication. This is achieved by enhancing public understanding of Orygen's objectives and achievements through a range of communications and marketing channels.

The Communications and Marketing Officer develops content and campaigns that promote Orygen and evaluates the impact of these activities. The incumbent will be expected to be familiar with the latest developments in communications and online marketing and use their initiative in applying this to Orygen's communications activities in compliance with Orygen's policies and processes.

The incumbent will play a role in developing and maintaining internal and external relationships and leveraging existing expertise across Orygen to execute the organisation's communications strategy. The role will work with a degree of autonomy and has delegation to recommend or approve communication outputs in line with organisational strategies and supporting guidelines.

## 2. POSITION CONTEXT

The Communications and Marketing Officer is part of the communications team. The role reports to the Communications and Marketing Manager and works with the communications and design teams to deliver Orygen's external communication activities. The Communications and Marketing Officer works with colleagues across the organisation to develop and deliver communications and marketing products.

### 3. ABOUT ORYGEN

VISION: Young people to enjoy optimal mental health as they grow into adulthood.

MISSION: Reduce the impact of mental ill-health on young people, their families and society.

Orygen is the world's leading research and knowledge translation organisation focusing on mental ill-health in young people. Working side-by-side with young people, our partners and one another, we're redefining what's possible in global research, policy, education and clinical care. Find out more on our [website](#).

### 4. KEY RESPONSIBILITIES/OUTCOMES

#### Communication policy and strategy

- Assist the Communications and Marketing Manager in developing an annual communications and marketing plan that will determine and direct Orygen's communications and marketing policy and strategy.
- Under direction, develop, implement and evaluate plans, policies and actions for improving the efficiency and effectiveness of Orygen's communications and marketing activities.
- Ensure all externally directed communications and marketing materials comply with Orygen's editorial style guide, web style guide, branding guidelines and best practice accessibility and usability guidelines.
- Maintain and promote Orygen's editorial style guide and branding guidelines.

#### Marketing and branding

- Under direction, implement and evaluate marketing activities for Orygen, the headspace centres it operates, and other organisational initiatives.
- Contribute to the maintenance of an organisational CRM.
- Develop marketing collateral and content to increase:
  - mental health professionals' engagement with and participation in training opportunities provided by Orygen;
  - professionals' engagement with and participation in post-graduate education opportunities provided by Orygen; and
  - undergraduate students' engagement with and participation in Honours and PhD opportunities provided by Orygen.
- Develop content for and manage advertising opportunities for Orygen.
- Ensure Orygen's brand is appropriately applied to all organisational communications materials and by external stakeholders and partners.
- Provide advice to staff on the use of the Orygen brand, in line with communication and style guideline principles.
- Identify, develop and coordinate merchandising opportunities for Orygen.

#### Communications

- Enhance public understanding of Orygen's objectives, research, clinical activities and achievements.
- Ensure that Orygen, its research and its clinical activities are appropriately represented in the public domain, including online, and ensure Orygen's reputation is well-managed.
- Assist in the production of Orygen's external publications (annual report, electronic newsletter) and promotional materials.
- Develop and implement production schedules for Orygen publications.
- Identify and develop content on research developments for publication on the Orygen website, for social media and in Orygen publications.
- Liaise with staff and students to identify and develop story ideas.
- Write communications materials that are clear and concise.
- Assist Orygen staff with drafting of speeches, letters, and articles that are to be made public.

#### Relationship building

- Collaborate with staff and students to develop communication opportunities and outcomes.

- Liaise with Orygen partners, collaborators and consultants to maximise the organisation's communication capabilities.
- Work as part of the communications team.
- Undertake other duties as required.

## 5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

### 5.1 Essential

- A tertiary qualification in communications or a health-related discipline.
- Proven ability to translate complex ideas into lay language.
- Experience developing and managing content across multiple social media channels and a capacity to tailor content for these platforms.
- Experience in delivering marketing campaigns.
- Experience in using a website content management system.
- Demonstrated high-level interpersonal, written and oral communication skills.
- Demonstrated ability to liaise and consult with staff at all levels.
- Independent capacity to problem solve and work collaboratively with colleagues to deliver communication outcomes.
- Organisational skills and the ability to work under pressure in a team environment to meet deadlines.
- Ability to work with and support young people to share their stories in ways that empower them and advance organisational goals.

### 5.2 Desirable

- Experience working in communications in a health or research environment.
- Experience working with Kentico CMS website platform.

## 6. PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- Demonstrated capacity to exercise judgement on the value of Orygen's engagement in communication and marketing activities in line with strategic goals.
- Responsible for the development of innovative content ideas and methods of delivery to advance communication and marketing activities.
- Capacity to work in accordance with Orygen's principles of youth engagement and ensure that young people are incorporated into communication activities in a safe and authentic way.
- Although working within the communications team, the Communications and Marketing Officer will need to liaise and collaborate with all parts of Orygen including research and translation, policy, and clinical programs.
- The Communications and Marketing Officer will, at times, need to participate in complex program planning and policy development for the whole of the organisation.

## 7. SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia
- A current National Police Check will be required.
- A current valid Working with Children Check is required.
- A current Victorian driver's licence.
- Occasional travel to other Orygen workplaces may be required.
- Occasional out of hours work may be required.
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in Orygen's Occupational Health and Safety policy.
- All Orygen employees are required to familiarise themselves with the organisation's policies and procedures and to adhere to them at all times.
- In line with current Government guidelines, this position will be based at home initially. As such a reliable internet connection will be required.