

POSITION DESCRIPTION

SPEAKER AND AMBASSADOR COORDINATOR

Mission statement

Butterfly Foundation (Butterfly) is Australia's national charity for eating disorders and body image issues, providing a voice for those affected and the people who care for them. Eating disorders are severe and complex mental illnesses with physical complications, and the medical, psychological, physical and social consequences can be long term and for many, life threatening.

Vision

To live in a world that celebrates health, well-being and diversity.

Mission

Butterfly Foundation is dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.

Objectives

Promote positive body image and associated healthy behaviours.

Encourage hope and help-seeking through education and awareness.

Advocate excellence and consistency in the culture of care and support for people with eating disorders, and encourage a better understanding of the complexities of eating disorders and the need for a compassionate, flexible and holistic response.

Educate and connect the community, health providers, government and other support agencies to assist in excellence and consistency in the culture of care.

Facilitate the development of effective models of prevention and care for people at risk of or with eating disorders.

Provide treatment and support services.

Operate a financially sustainable national Foundation for future generations.

Increase access for all people with lived experience of an eating disorder and carers in Australia to effective treatment and support.

Ensure that everyone in the Butterfly team feels recognised for their skills and experience, is fully engaged and supported in making their contributions and that the organisation is providing opportunities for professional growth and development.

Purpose of the Role

The primary purpose of the role of Speaker and Ambassador Coordinator is to engage and on-board people with lived experience of an eating disorder or body image issue, and the carers who support them, to support Butterfly's external activities. These include, but are not limited to, media requests and outreach, fundraising events and case studies, the establishment of an Ambassador program, corporate partner opportunities and marketing/communications campaigns.

Reporting to the Communications Manager, this position is part of the Communications and Engagement team, responsible for the organisation's fundraising, marketing and communication activities.

Accountabilities & Responsibilities

1. LIVED EXPERIENCE ENGAGEMENT:

- Recruit and on-board lived experience speakers from diverse backgrounds to support Butterfly activities and campaigns.
- Recommend appropriate channels/platforms for people with personal experience of eating disorders and their carers to share their story and experience, e.g. blog, 'share your story', media spokesperson, social media supporter, etc.
- Provide informed advice for participants to safely engage with Butterfly.
- Develop and manage the process for consumers and carers to connect with Butterfly.
- Support lived experience spokespeople with public introductions where required, e.g. introducing them as a Butterfly representative at a community fundraising, corporate partner, or other event.
- Review and edit stories shared on our Share Your Story platform (Butterfly website), and build the platform to showcase the diverse experiences of our community, ensuring it is easy to navigate, and work with team members to increase its reach and impact
- Facilitate opportunities for consumers and carers to contribute to Butterfly Foundation and the wider eating disorders sector, including:
 - Identify and/or respond to appropriate opportunities and brief consumers and carers on speaking opportunities including media, marketing/communications campaigns and fundraising appeals/events.
 - Provide training and advice for speaking engagements, including Mindframe Media guidelines.
 - Identify and provide respectful advice and guidance where Mindframe Guidelines have been breached – either by a Butterfly spokesperson or a third party (e.g. media outlet).
 - In person support for speakers during filming for video content where appropriate, and arrangement of post-production de-briefing with a clinician if required.
 - Assist speakers with the provision of briefing notes, framing key messages, editorial work, rehearsal and other support as required.

2. OTHER STAKEHOLDER ENGAGEMENT:

- Establish strong relationships with key industry lived experience coordinators in the mental health sector (e.g. Batyr, SANE Australia, RUOK? Day) to assist with the development of activities and recruitment of appropriate spokespeople.
- Support the inclusion of people with lived experience of eating disorders across the mental health sector, including participating in external campaigns and events that align with Butterfly's objectives.

- Liaise with our internal clinical services teams to source recovered/recovering people who have used our services or carers from our programs who may wish to join our speaker team
- Identify and initiate new relationships with relevant service providers, eating disorder consumer and carer support organisations and associated groups, building engagement and understanding of consumer and carer participation activities and supporting sector collaboration
- Manage Butterfly representatives on key lived experience bodies such as SANE Australia's Lived Experience Engagement Network, and headspace Youth Mental Health Initiative Steering Committee.
- Liaise with internal stakeholders (staff, volunteers, Board members) to support requests for lived experience speakers/representatives.

3. AMBASSADOR PROGRAM:

- Working closely with the Communications Manager and Digital Content Coordinator, develop and implement a new Ambassador Program for Butterfly.
- Research, recruit and engage appropriate high profile influencers and/or celebrities to represent Butterfly as Ambassadors.
- Coordinate and write appropriate content for the Butterfly website and other channels to promote the Ambassador program.
- Establish and administer Ambassador roles including expectations and shared responsibilities.
- Develop policies and procedures to support induction to the Ambassador program.
- Maintain regular contact with appointed Ambassadors to sustain engagement over time

Administration and other duties

Day-to-day administration of all assigned projects and activities, including ensuring outcomes are achieved on time, on budget and to a high standard.

Data analysis and reporting on assigned projects and activities for internal purposes, government and other funders.

Assist the Communications Manager with other duties as required.

Values and culture

Work collaboratively and flexibly, adopting a problem-solving approach to determine solutions in response to both complex and day-to-day challenges.

Display resilience and courage in response to changing environments, including remaining calm under pressure, engaging in reflection and acting constructively in response to feedback, being honest when asked to give feedback or express a viewpoint and persisting when working through difficult issues or challenges.

Treating colleagues and others with respect and acknowledging the unique skills and experiences each person has to offer.

Model values-based behaviour in support of the Butterfly Vision and Mission.

Selection Criteria

To be successful in this position, the post-holder will need to be able to demonstrate the essential qualifications, skills and knowledge listed below. In addition, the desirable skills, knowledge and behaviours listed will be beneficial to success in this position.

Essential

- Project coordination experience with proven ability to plan, scope, prioritise, develop solutions, achieve objectives and meet deadlines.
- High level written communication skills, with demonstrated experience in the production of documentation such as training and induction material, process documents, marketing collateral and website content with high attention to detail.
- Interpersonal skills with a proven ability to communicate effectively with a diverse range of audiences, build and sustain stakeholder relationships and manage potentially sensitive issues, including strong skills in handling difficult interactions with sensitivity and diplomacy while maintaining confidentiality.
- Strong presentation/public speaking skills.
- Ability to be proactive in identifying and pursuing process improvements, innovation, and opportunities to extend the reach and impact of external-facing engagement.
- Proven ability to perform in a fast paced, changing environment and manage multiple priorities to meet deadlines, both independently and as part of a small team.
- Intermediate to high level skills with Microsoft Office programs, and good internet search skills.
- Familiarity with, or ability to learn, WordPress CMS and/or MS Dynamics CRM.
- An understanding of and sensitivity towards eating disorders as complex mental health conditions.
- An understanding of the Australian media landscape would be highly regarded.

Desirable

- Degree level in health promotion or communications field and/or experience in co-design and consumer initiatives.
- Knowledge of principles and practices in consumer participation and a strong understanding of person-centred care and its application in a complex health care context.
- Knowledge of standards in relation to privacy, consumer participation and rights in healthcare, and delivery of quality healthcare services.
- Awareness of Mindframe Media Guidelines and safe sharing guidelines for individuals with a lived experience.
- Experience in a similar not-for-profit or charitable NGO environment.
- Experience in facilitating training and/or mentoring others to support personal and/or professional development.

Other Requirements

We welcome applications from people with lived experience of eating disorders (and/or other mental health conditions), and family members/carers of people with eating disorders.

Ability and willingness to travel interstate as required and be away for 1-2 nights, to meet with staff in Butterfly's offices in other locations.

Internal relationships

Key relationships for the position holder will be the Communications Manager (direct supervisor), the Head of Communications and Engagement, members of the Communications and Engagement Team, and Clinical Services Managers and Team Leaders.

The position holder will also work with the Lived Experience Lead, whose role is to facilitate the integration of lived experience across all areas of Butterfly's work, including implementing a wide network of people with lived experience to inform organisational strategy, programs, services, research, evaluation and policy.

External relationships

In addition to engaging with people with lived experience the position holder will engage with stakeholders in the eating disorder and broader mental health field such as other non-government organisations and peak bodies in areas relevant to their work. Relationships with media professionals, corporate partners, funders, and external communications and marketing suppliers are also central to this role.

At all times:

- Conduct yourself in a professional manner.
- Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims.
- Follow Butterfly's policies and procedures.
- Follow/participate in occupational health and safety measures.
- Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users.
- It is a requirement of all positions at Butterfly that the person has a Working With Children Check clearance (pass) and Police check.

Values

All staff should be aware of and actively uphold the Butterfly values:

- Compassion
- Commitment
- Collaboration
- Initiative
- Excellence
- Integrity

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia's first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexual orientation and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: <https://butterfly.org.au/who-we-are/reconciliation-inclusion/>.