

Job title	Communications Officer
Salary	\$70,000 - \$74,456 (Full Time)
Employment status	0.8 – 1 FTE
Reports to	Team Leader Policy, Projects and Communication
Location	1/37 Mollison Street, Abbotsford

TANDEM

Tandem is the Victorian peak body representing carers of people living with mental health issues. Tandem's role is to provide leadership, coordination and knowledge for the organisations and individuals who are working to improve outcomes for Victorian people living with mental health issues. Tandem is committed to ensuring that the importance of the contribution, expertise, experiences and needs of family, friends and other carers is recognised and addressed, and that they will be essential partners in treatment, service delivery, planning, research and evaluation.

ROLE

The Communications Officer is responsible for Tandem's internal and external communications activities. This includes developing content and working with Tandem's program/project areas to keep stakeholders informed about Tandem's work by developing communication products, publications, 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.

The Communications Officer is also responsible for promoting Tandem events, including involvement in team planning and coverage of events.

KEY RESPONSIBILITIES / DUTIES

- 1 Develop and manage the communications strategies that support Tandem's objectives.
- 2 Develop and grow Tandem's profile with key media entities.
- 3 Ensure consistency across Tandem's internal and external communications products and materials by acting as the custodian of Tandem's writing and brand style guides.
- 4 Co-ordinate and partner with staff to develop digital content for publications, newsletters and communications material, including speeches, presentations, and the annual report, which will include sourcing content, copy writing and editing, layout, proofing, and distribution.
- 5 Manage and develop Tandem's social media accounts, including sourcing content, creating and scheduling content, and providing monthly reports.
- 6 Manage website content updates by drafting, editing, approving and publishing program and project content. Recommend functional changes to the site to meet organisational needs and continually improve the user experience.

7 Undertake daily media monitoring and plan, coordinate and evaluate media monitoring services.

8 Lead the development, implementation and evaluation of specific communications campaigns.

9 Act as consultant and facilitator to staff, assisting them to increase the effectiveness and professional presentation of Tandem's messages consistent with the Tandem Strategic Plan to the public.

10 Promote and assist with the planning of Tandem events, including member consultations, forums, conferences and the Tandem Awards for Exceptional Service to Family and Friends in Mental Health. This will include creating events pages, monitoring registrations, and promotion through Tandem's e-newsletter and on social media.

KEY SELECTION CRITERIA

Essential

1 A relevant tertiary qualification or strong demonstrable communications, PR and media skills.

2 Experience in the mental health, disability/community services sector.

3 Demonstrated ability to implement end-to-end communications strategies.

4 Demonstrated experience in developing and providing content for communication materials including publications, websites and social media. Proficiency in the use of Content Management Systems, the Microsoft Office Suite, Mailchimp and Eventbrite. Experience monitoring and reporting on performance of all content using analytics.

5 Experience preparing content using clear, concise and grammatically correct language. Edits written communications to ensure content achieves purpose and meets audience needs. Ensures appropriate style and formats are used. Has a deep appreciation of the audience and how written materials may be interpreted along with outstanding attention to detail.

6 Strong interpersonal skills with the ability to work with and build relationships with people from a variety of backgrounds and experiences.

7 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. Recognises barriers and finds effective ways to deal with them.

Desirable

1 Lived experience as the carer or supporter of someone with a mental health issue.

2 Knowledge of the Adobe Creative Suite for the purpose of designing and producing publications and graphics for the digital space.

3 Experience working in a small team environment with a community based organisation.

4 Be conversant with policies and procedures relevant to this position and workplace.

5 Knowledge of and ability to work within an advocacy and community development framework.

CONDITIONS OF EMPLOYMENT

This role is a 12 month position subject to continuing funding. The appointment is subject to a 6 month probation period.

ADDITIONAL INFORMATION

Tandem is an Equal Opportunity Employer.

- Employment is subject to the satisfactory completion of a Police Record and working with children Check.
- In the context of Occupational Health and Safety, all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OH&S.
- Salary packaging and meals and entertainment allowance is available to all full time staff.
- A current driver's licence is required.
- This role requires a capacity to work flexible hours occasionally.