

# JOB DESCRIPTION

## Manager – Marketing and Communications



<b>Position Title:</b>	Manager – Marketing and Communications
<b>Reports To:</b>	CEO
<b>Employment status:</b>	Part-time: 3 days a week
<b>Salary:</b>	As advised
<b>Location:</b>	MHPN Head Office, Level 6, 257 Collins St, Melbourne

### 1. **POSITION CONTEXT**

The Mental Health Professionals' Network (MHPN) is a national program funded by the Federal Government to promote and support the development of interdisciplinary collaboration between clinicians in primary mental health care.

It does this through two core programs: **MHPN practitioner networks** and the **national online professional development program**.

Reporting to the CEO, this role encompasses the responsibility of managing MHPN's Communication and Marketing activities.

Communication and Marketing responsibilities involve management of all organisational communications with the overall aim of promoting/growing practitioner engagement in MHPN's programs, enhancing its reputation amongst key stakeholder groups and growing brand awareness.

The position is a fixed-term contract to April 2022 with extension dependent on MHPN's future funding.

### 2. **ABOUT MHPN**

This program represents a major opportunity to introduce a fundamental shift in the way mental health professions work together to improve consumer outcomes and workforce sustainability, as well as provide a basis for establishing highly effective interdisciplinary support networks and professional development across the various professional groups working in the mental health sector at a local level.

MHPN is a small, dynamic team with a friendly organisational culture and a focus on continuous improvement.

### **3. KEY DELIVERABLES & ACCOUNTABILITIES**

#### **Communications/marketing**

- Develop and implement a digital marketing and communications strategy including social media.
- Within this, manage the planning, execution and evaluation of targeted communication strategies to support MHPN's aims and objectives.
- Manage workflow within a small team to ensure capacity management and quality delivery.
- Ensure that the communications strategy has an internal as well as external focus.
- Expertise in digital campaign strategy, using UTMs, data analysis to support eDMs, social media.
- Other duties as directed.

### **4. SELECTION CRITERIA**

#### **4.1 Essential**

##### **Overall**

- Demonstrated high level skills and experience in developing and delivering strategic communications and marketing on time and to purpose.
- Demonstrated effectiveness in achieving organizational objectives in an environment with limited direct supervision.
- Excellent interpersonal, writing and proofing skills, including the ability to effectively liaise, negotiate and leverage with a broad range of practitioners and stakeholder groups.
- Sound data management, computer and IT skills including internet, Microsoft Office, Outlook, Excel and web-based applications.
- Demonstrated experience in leading and managing workflows in a small team.

##### **Communications/marketing**

- Degree qualification in marketing, communications, business or a related field.
- Experienced in planning, executing and evaluating communication strategies for organizations working in complex stakeholder environments.

#### **4.2 Desirable**

- Knowledge and understanding of current health policy issues in Australia particularly in relation to mental health.