

POSITION DESCRIPTION

Position title: Communications Officer

Time fraction: Fulltime, 38 hrs per week

Salary Range: \$78,000 - \$80,000 (1.0 FTE)

Start Date: 1 July 2021

Reports to: Manager Projects

Location: Tandem Office, Abbotsford

1. About Tandem

Who we are:

Tandem was established in 1994 and is proud to be the trusted voice of family and friends in mental health in Victoria. As the Victorian peak body with a sole focus on the needs and interests of mental health carers, 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, their family and friends. Tandem is committed to ensuring that the importance of the contribution, expertise, experiences and needs of family, friends and supporters/carers is recognised and addressed, and that they will be essential partners in recovery, service governance and delivery, planning, research and evaluation.

Royal Commission into Victoria's Mental Health System

The Victorian Government initiated a Royal Commission into Victoria's Mental Health System in February 2019 with the aim of reporting on how Victoria's mental health system can "most effectively prevent mental illness, and deliver treatment, care and support so that those in the Victorian community can experience their best mental health, now and into the future". The 3195-page final report was published on 2 March 2021. The Victorian Government has committed to implementing all 65 recommendations made in the report.

The final report of the Royal Commission recognised 'the centrality of lived experience to the planning and delivery of mental health treatment, care and support services' (p 19). Lived Experience refers to the experience of seeking help directly for mental health challenges or being a family member by birth or choice, friend or supporter of someone seeking assistance. If you are a family member/friend of supporter of someone seeking assistance from the mental health system this is a role where you can make an active difference by joining Tandem.

What we do

- We advocate for family and friend involvement in planning and care, participation in system change and support.
- We promote and support the development of the Mental Health Carer Workforce and leadership.
- We inform and empower family and friends to access the National Disability Insurance Scheme (NDIS).
- We promote and collaborate on the delivery of training on family inclusive practice for mental health professionals.
- We provide information, education, and training to family and friends supporting people with mental health issues.
- We support and advocate for the diverse needs of family, friends and other supporters of people living with mental health issues.
- We collaborate on research and policy development on matters in relevant areas.
- We raise community awareness about the important role of family and friends in mental health recovery.
- We administer the Carer Support Fund, which provides financial assistance to carers of people registered with Area Mental Health Services in Victoria.
- Tandem's members include family and friends (carers and former carers), organisations providing mental health services, regional carer networks and support groups.

2. KEY RESPONSIBILITY AREAS

2.1 Responsibilities

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.
11. This will include creating events pages, monitoring registrations, and promotion through Tandem's e-newsletter and on social media.

2.2 Engagement

- Develop and maintain relationships with key stakeholders and potential partners.
- Represent the organisation at various meetings, forums, conferences and other stakeholders as required.
- Provide support to other parts of the organization as and when needed for research.

2.3 Other

- Carry out all duties in accordance with Tandem policies and procedures, and legislative frameworks.
- Other duties as required.

3. SELECTION CRITERIA

Key Selection Criteria

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.

Other Criteria

- Demonstrated knowledge of the mental health system & services.
- High-level organisational skills and time management.
- Excellent conceptual skills with the capacity to understand complex material.
- Research skills.
- The ability to work to tight deadlines.
- Excellent 'people skills' including sensitivity and perceptiveness.
- A commitment to social justice and the rights of family and friends of people living with mental health challenges.
- High-level negotiation skills, and experience in conflict resolution.
- Ability to develop key relationships and work collaboratively with state-wide stakeholder groups.
- High level computer skills.
- A current Victorian Drivers Licence and independent travel capability.
- Demonstrated experience working in a cooperative environment and promoting collaboration across all teams.

4. REMUNERATION & CONDITIONS OF EMPLOYMENT

Salary and conditions

Base Salary of \$78,000 - \$80,000 + Superannuation. Salary packaging plus meals and entertainment allowance is also available.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

SIGNED BY EMPLOYER

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DATE:

Date: