



POSITION DESCRIPTION

Position Title: Communications Officer

Reports To: Communications Manager

Employment status: Part-time, 4 days per week (0.8 FTE)

ABOUT US

MHPN works to strengthen the existing primary health workforce to improve referral pathways and practitioner expertise through the promotion of interdisciplinary practice and collaborative care. We engage general practitioners, psychiatrists, psychologists, nurses (both mental health and general), social workers, occupational therapists, counsellors and a range of related health practitioners working in primary care, in public and private settings and in communities across Australia.

Our aim is to provide a platform to promote interdisciplinary professional development through three interrelated streams:

- Interdisciplinary practitioner networks, both face-to-face and online
- Core and partnership webinar programs (live streamed and free-to-access via our website)
- Core and partnership podcast programs (free to access via our website and distributed on all major podcast platforms)

ROLE SUMMARY

The Communications Officer works collaboratively across teams to develop key communication items (email newsletters, eDMs, website content, news articles, social media content + collateral) in support of MHPN's digital strategy for each program.

This role reports directly to the Communications Manager and works closely with MHPN's Senior Project Officers and program leaders to ensure consistent and on message development and delivery of all communications, digital content, and targeted + ongoing campaigns. Knowledge and/or skills in content development, copywriting, social media, and relevant software (listed below) is required.

KEY RESPONSIBILITIES

- With the support of the Communications Manager, develop key communications and content for multichannel distribution across MHPN's SNS + digital platforms, email newsletters, website, annual report.
- In collaboration with the Senior Project Officers, develop and implement the core messaging for each webinar and podcast including creation, development, and delivery of key communication pieces (invitations, reminders, confirmation emails; social media collateral; website content) to support program objectives.
- With the support of the Communications Manager, undertake stakeholder engagement activity as required for MHPN's core programs. Tasks include liaising with MHPN's key partners and stakeholders (i.e. PHNs, mental health organisations, clinicians, practitioners, etc); updating MHPN's External Promoter database; developing collateral for multichannel distribution as required.
- In collaboration with the podcast, webinar, and networks teams; lead the content development for, and delivery of MHPN's email newsletters, news stories, media releases, as well as targeted campaigns (both on email and social media) to support each program in its deliverables and objectives.
- Contribute to proofing and editing brand collateral and communications as required by the Communications Manager and Senior Project Officers.

KEY SELECTION CRITERIA

- Demonstrated proficiency in Outlook, Microsoft 365, and Microsoft Office (Word, Excel, Powerpoint, etc) is required.
- Knowledge of content planning, development, and delivery for social media (specifically: LinkedIn, Facebook, Twitter) is required.
- Professional experience using Canva, email automation software, Adobe Creative suite, Google Analytics, podcast distribution platforms, CMS and Access database is highly desirable.
- Relevant tertiary qualification and / or working experience in the areas of copywriting, journalism, marketing and communications, PR or other related areas is highly regarded.

POSITION LOCATION

MHPN's National Office at the Emirates House, Level 6, 257 Collins St, Melbourne, VIC.

Please note MHPN is currently working from home as per current Victorian Government Guidelines.