
SENIOR COMMUNICATIONS ADVISER

AUGUST 2021



Location:	Parkville
Division:	Communications, Marketing and Fundraising
Salary:	Commensurate with skills and experience
Employment Type:	Full-time fixed term position available for 6 months
Position Reports to:	Communications and Media Manager

1. POSITION SUMMARY

The Senior Communications Adviser is responsible for the development, implementation and evaluation of communications materials such that inform Oxygen's external and internal stakeholders about Oxygen's research, clinical programs, knowledge translation activities, policy recommendations, education and training opportunities, and achievements.

As part of the Communications, Marketing and Fundraising team, the Senior Communications Adviser has a specific focus on promoting Oxygen's research, working towards Oxygen being recognised as a global leader in mental health and research communication. This will be achieved by enhancing public understanding of Oxygen's objectives and achievements through audio, visual and written content created for Oxygen's communications and marketing channels.

The Senior Communications Adviser will need to develop relationships with journalists and media organisations to maximise opportunities for media coverage of Oxygen's research activities and to ensure that the reputations of Oxygen and its staff are well managed. The position also holds shared responsibility for development and delivery of Oxygen's external newsletter and annual report.

Fostering relationships throughout Oxygen, the Senior Communications Adviser will gain a deep understanding of the research program and be able to identify stories and research to be shared through Oxygen's communications and marketing channels.

2. POSITION CONTEXT

Oxygen delivers cutting-edge research, policy development, innovative clinical services, and evidence-based training and education for the mental health workforce to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

We are a complex organisation. Our activities and workforce are diverse and include:

- Five headspace centres in Craigieburn, Glenroy, Melton, Sunshine and Werribee that deliver primary clinical services to young people and are operated by Oxygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Oxygen. Centre staff are provided with Oxygen email addresses and have the use of Oxygen systems.
- Oxygen Specialist Program (formerly referred to as Oxygen Youth Health Clinical Program), a tertiary clinical service that is currently operated by North Western Mental Health, co-located with us at Parkville, Sunshine and Glenroy and also operating at sites

in Footscray, and Wyndham. Whilst not under the governance of Oxygen, Oxygen Specialist Program works in close partnership with us.

- Oxygen Digital, which develops and rolls out online clinical platforms that are fully integrated with ‘in-person’ clinical services.
- A training and development unit providing online and face to face training for the mental health workforce both nationally and internationally.
- A policy think tank drawing on Oxygen’s research and clinical expertise and partnering and collaborating with key content experts from Australia and around the world to advise government policymakers.
- Centralised professional support functions enabling the organisation to achieve strategic and operational objectives.

The Senior Communications Adviser is a critical member of the Communications, Marketing and Fundraising team. The role works closely with other members of this team, particularly the Communications and Media Manager and the Brand and Marketing Manager to raise the profile of Oxygen’s research and other key projects. The Senior Communications Adviser works with colleagues across the organisation, particularly the research leaders, and with staff from partner organisations to develop and deliver a comprehensive research communications program. The position has no direct reports.

3. ABOUT OXYGEN

VISION	Young people to enjoy optimal mental health as they grow into adulthood.
MISSION	Reduce the impact of mental ill-health on young people, their families and society.
VALUES	Respect, Accountability, Teamwork, Excellence and Innovation.
COMMITMENTS	First Nations people of Australia, Young people and their families, LGBTIQA+ people, and culturally and linguistically diverse (CALD) people.

4. KEY RESPONSIBILITIES/OUTCOMES

Communications policy and strategic advice

- Develop, implement and evaluate plans and actions that communicate Oxygen research, activities, collaborations and events.
- Represent Oxygen’s communications team at high-level organisational forums and in relevant committees, as required.
- Collaborate with the Communications and Media Manager, and the Brand and Marketing Manager, to develop Oxygen’s communications, media, brand and marketing strategies.
- Develop and refine policy documentation, as required.
- Create communications and media materials that comply with Oxygen’s editorial style guide, web style guide, branding guidelines and best practice accessibility and usability guidelines.
- Maintain and promote Oxygen’s editorial style guide.

Research communication

- Develop, implement and evaluate stakeholder engagement plans for Oxygen’s research studies and other key activities.
- Create engaging, scientifically accurate content for target audiences.
- Translate complex research and clinical language into engaging and readily comprehensible lay language.

- Identify and write about research developments for external and internal publications and communications/marketing collateral, including online.
- Assist in the development of communications, and communication plans, for external and internal Oxygen events and projects.
- Assist in the editing and proofreading of Oxygen policy reports, knowledge translation resources and other documents.
- Develop communications materials (including advertising copy) that are clear and concise, and in line with Oxygen's communication and fundraising goals.
- Ensure the Oxygen brand is properly applied to all communications materials – letters, brochures, newsletters, website etc.
- Support the Communications and Media Manager in producing Oxygen's external newsletter and annual report.
- Assist Oxygen staff in producing content for external publication, ensuring the content accurately reflects Oxygen's activities and goals.
- Other communications activities, as required.

Media relations

- Develop and disseminate media releases, opinion pieces, speeches, comment/analysis pieces and other communications materials to promote Oxygen's research, clinical work, policy papers, knowledge translation, events and fundraising initiatives.
- Manage media interactions promoting the activities, research and opinions of Oxygen staff.
- Increase media contact with Oxygen by developing positive relationships with journalists across mainstream and trade media.
- Manage, develop and prepare proactive media content and announcements across owned and earned distribution channels.
- Organise events and activities for media.
- Provide quality media monitoring, reporting and analysis of Oxygen's media activities
- Develop and implement media training, mentoring, advice and support.
- Other media activities, as required.

Relationship building

- Collaborate with staff and students to develop communication opportunities and outcomes.
- Liaise with Oxygen partners, collaborators and consultants to maximise the organisation's research communication capabilities.
- Contribute to the maintenance of Oxygen's CRM.
- Work as part of the Communications, Marketing and Fundraising team.

5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

- A tertiary qualification in journalism, communications or public relations or a substantial background in biomedical research promotion or related area.
- Experience in science/health journalism and/or science communication.
- Highly developed interpersonal, written and oral communication skills with demonstrated ability to write clearly, concisely and appropriately for specific audience groups.
- Ability to translate complex scientific findings and research into lay language.
- Demonstrated ability to negotiate with and advise people at all levels.
- Highly developed written communication skills suitable for print and online environments.
- High level of organisational skills with proven ability in setting priorities and operating within set deadlines.
- Well-developed analytical and problem-solving skills.
- Knowledge of contemporary media and communications mediums and an ability to apply such knowledge to complex issues and a wide audience.

- Ability to work with and support young people to share their stories in ways that empower them and advance organisational goals.
- Experience working with Kentico content management system (desirable).

6. PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Senior Communications Adviser will be expected to have:

- An independent capacity to problem solve and work collaboratively to deliver communication outcomes
- sophisticated stakeholder engagement and partner management skills
- the ability to identify reputational risks and devise and implement appropriate risk mitigation strategies
- the ability to develop innovative content ideas and methods of delivery to advance communication and media activities
- the skills to identify media outlets and individual journalists who would be most responsive to positively reporting on Oxygen and the organisation's mission.
- The capacity to exercise judgement on the value of Oxygen's engagement in communication and media activities, in line with strategic goals
- the ability to identify the newsworthiness of Oxygen activities and develop and disseminate materials to media that maximise the opportunity
- the ability to use data insights to improve stakeholder experience and engagement
- Capacity to work in accordance with Oxygen's principles of youth engagement and ensure that young people are incorporated into communication activities in a safe and authentic way.
- The skills to participate in complex program planning and policy development for the whole of the organisation

7. SPECIAL REQUIREMENTS

- A current Victorian driver's license (desirable).
- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- Some out of hours work may be required.
- You may be required to work across more than one of Oxygen's sites, which are currently located within the north and west of Melbourne.