

Senior Manager Marketing & Communications

Our vision: *People and communities have strong mental health and wellbeing.*

Our purpose: *Partnering with clients and carers to deliver mental health and wellbeing services that enhance quality of life.*

Our values: *Hope, Creativity and innovation, Client focus, Making a difference, Integrity.*

Position Information

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| Purpose | <p>The Senior Manager Marketing & Communications will lead Mind's communications and marketing team to develop and implement Mind strategic communications plan. Managing the publicity, positioning and awareness of the Mind brand and services, advocacy and research functions. The Senior Manager will possess excellent strategic communications and marketing skills and have some understanding of Community Mental Health and/or the Not For Profit sectors.</p> <p>The Senior Manager Marketing & Communications will have the ability to influence and communicate with diverse and multiple audiences including stakeholders, funders, clients and families and carers. As a small team, a proactive and 'hands on' approach together with an understanding of and experience with contemporary social marketing communications platforms is required. The Senior Manager position will play an important role in working collaboratively with the Senior Management team in developing creative and integrated communication mechanisms.</p> |
| Position reports to | Executive Director People Experience |
| Mind classification level | IEC Level 3 |
| Stream | People Experience |
| About the service | <p>As part of People Experience, the Marketing & Communications Business Unit is responsible for developing and managing a marketing communications strategy that supports Mind's strategic plan deliverable to both external and internal stakeholders and audiences through media, web-based information, brand management and a variety of social media and events. The team will manage the publicity, positioning and awareness of the Mind brand and services, advocacy and research functions. In implementing its strategic plan, Mind is seeking to develop and enhance its communication offerings.</p> |

Mind values the experience and contribution of people from all cultures, genders, sexualities, bodies, abilities, ages, spiritualities and backgrounds. We encourage applications from Aboriginal and Torres Strait Islander peoples, people with a lived experience of mental ill-health and recovery, people living with disability, those who identify as LGBTIQ and applicants from culturally and linguistically diverse backgrounds.



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| Position description effective date | September 2021 |
| Responsibilities | |
| Marketing communications strategy | <ul style="list-style-type: none"> • Develop, implement and monitor a clearly articulated marketing communications strategy that delivers Mind’s proposition to its diverse and multiple target audiences. <ul style="list-style-type: none"> – Target audiences include existing and potential clients and their families and carers; mental health professionals; referring agencies; government and health agencies and other stakeholders. – Engagement mechanisms include the media; social media: publications; signature events; speaking engagements; e-media (web, podcasts, e-zines), etc. – Review the Mind website and recommend enhancements based on new Mind strategic plan. |
| External communications | <ul style="list-style-type: none"> • Media: Develop and implement a proactive and responsive integrated media strategy that positions Mind as an available, credible and authoritative source on mental illness and enables advocacy across the sector. <ul style="list-style-type: none"> – Defining target media and agreeing coverage objectives. – Developing and monitoring a media database. – Refreshing and maintaining a current media kit. – Developing media protocols. – Managing and responding to media enquiries. – Identifying newsworthy opportunities and briefing external PR consultants. • Events: Manage and implement Mind’s event program. <ul style="list-style-type: none"> – Annual General Meeting. – Developing event protocols. • Publications: Develop and deliver publications and materials consistent with Mind’s strategy and visual identity. <ul style="list-style-type: none"> – Annual Report and Financial Report. – Managing external agencies (design and print). • E-Media: Develop, manage and implement appropriate e-media channels. <ul style="list-style-type: none"> – External website. – Use of podcasts. – Use of e-zines. – Managing external agencies (web design). • Advertising and directories: Manage and implement Mind’s advertising placement and directory submissions. <ul style="list-style-type: none"> – Managing the Google advertising budget. |



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| | <ul style="list-style-type: none"> - Negotiating media placement on behalf of Mind's divisions. - Maintaining current service listings on external directories. • Brand: Act as guardian and champion of Mind's brand and visual identity. - Communicating brand and visual identity protocols to all staff. - Ensuring visual identity consistency. |
| Internal communications | <ul style="list-style-type: none"> • Manage and implement various channels of communications for the Chief Executive. <ul style="list-style-type: none"> - Providing regular communication and information to staff on all internal and external events. - Manage the agenda and content of the All Staff webinars and Senior Management team events. • E-Media: Manage and implement appropriate e-media channels including the marketing and communications intranet pages. |
| Team management | <ul style="list-style-type: none"> • Manage a small team of staff ensuring they are given opportunities for skills development. |
| Professional development | <ul style="list-style-type: none"> • Undertake relevant training and professional development, including regular supervision, appropriate to the primary work of the service and Mind. • Participate in reflective practice. |
| Accountability | <ul style="list-style-type: none"> • Conduct yourself in accordance with the Mind Code of Conduct and Mind policies and procedures which may change from time to time. • Proactively support Mind's vision of supporting people facing mental health challenges to live well and be socially included, in accordance with the Mind values. |
| Workplace health, safety and wellbeing | <ul style="list-style-type: none"> • Contribute actively to the maintenance of a safe workplace. • Ensure all safety issues are reported and addressed as they arise. |
| Lived experience | <ul style="list-style-type: none"> • Contribute to a workplace that values lived experience and the inclusion of consumers, carers and families in the work we do. |
| Cultural safety | <ul style="list-style-type: none"> • Contribute to a culturally safe workforce and service environment for staff, consumers, carers and volunteers from all cultures, genders, sexualities, bodies, abilities, spiritualities, ages and backgrounds. |



| Position Requirements | |
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| Qualifications required | <ul style="list-style-type: none"> • Tertiary qualifications (minimum Certificate IV) in Communications, Marketing, Public Relations, Health Promotion or other related field as designated by Mind. • Significant working experience in Communications, Marketing, Public Relations or Health Promotion. |
| Knowledge, skills and experience required | <ul style="list-style-type: none"> • Experience in Marketing and Communications in Mental Health, Community Services or Health Promotion preferred. • Highly effective interpersonal skills, sound verbal and written communication. • Interest and commitment to building effective, contemporary communication strategies on mental illness. • Proven ability to write effectively to a range of audiences and mediums. • Ability to work both autonomously and as an effective team member, incorporating effective time management skills, meeting deadlines and achieving quality outcomes. • High level computer literacy skills and contemporary social media skills. • Experience in website development and management. |
| Other | <ul style="list-style-type: none"> • Right to work in Australia. • Current valid driver's licence • Current NDIS Worker Screening Check Clearance. • Working with Children Check or equivalent (Blue Card - QLD). |

To learn more about Mind visit mindaustralia.org.au



You can also watch our Great Minds series of videos by visiting www.youtube.com/mindaustralia

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