
SENIOR COMMUNICATIONS ADVISER - QLD

OCTOBER 2021



Location:	Hybrid work – remote and Brisbane office
Division:	Orygen Digital
Salary:	Commensurate with skills and experience
Employment Type:	Part-time (0.6 – 0.8 FTE) fixed term position available for 12 months
Position Reports to:	Communications Manager, Orygen Digital

1. POSITION SUMMARY

The Senior Communications Adviser will play a critical role in the growth and development of Orygen Digital's Queensland expansion, overseeing internal and external communications in Queensland. The Senior Communications Adviser will be responsible for the development, implementation and evaluation of communications and marketing strategies that raise the profile of Orygen Digital and align with Orygen's overall communications and marketing approach.

The Senior Communications Adviser will support the Communications Manager, Orygen Digital in the development, refinement and delivery of a communications and stakeholder engagement strategy focussed on the implementation of an exciting new digital intervention within youth mental health services in Queensland. This project is of significant size and will require effective communications, project management and stakeholder engagement to ensure its effective implementation.

The role will also be a critical point of connection between the Orygen Digital team and Orygen's overall Communications, Marketing and Fundraising team and will work collaboratively with this team to ensure strong communications, brand awareness, media relations, stakeholder engagement results, and fundraising outcomes for Orygen Digital and Orygen more broadly. The Senior Communications Adviser will report directly to the Communications Manager, Orygen Digital.

2. POSITION CONTEXT

Orygen 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 Orygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Orygen. Centre staff are provided with Orygen email addresses and have the use of Orygen systems.

- Orygen Specialist Program (formerly referred to as Orygen 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 Orygen, Orygen Specialist Program works in close partnership with us.
- Orygen 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 Orygen'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.

Orygen Digital is now expanding the implementation of its world-leading interventions into Queensland and requires an experienced communications professional to lead our communications activities in Queensland (with a focus on the [Moderated Online Social Therapy platform](#)) and support stakeholder engagement activities with services and funders.

3. ABOUT ORYGEN

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 AND OUTCOMES

The Senior Communications Adviser will:

4.1 Communications strategic advice and policy

- Develop, implement and evaluate plans and actions that communicate Orygen Digital research, initiatives, collaborations and events.
- Represent Orygen Digital's communications team at partner forums and in relevant committees, as required.
- Collaborate with the Orygen Digital Communications Manager, the central communications team and the Brand and Marketing Manager, to develop Orygen Digital's communications, media, brand and marketing strategies especially those relating to our work in Queensland.
- Create communications and media materials that comply with Orygen's editorial style guide, web style guide, branding guidelines and best practice accessibility and usability guidelines.
- Maintain and promote Orygen's editorial style guide.
- Exercise sound judgement on the value of Orygen Digital's engagement in communication and media activities, in line with strategic goals.
- Participate in complex program planning and policy development for the whole of the organisation.

4.2 Content development

- 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 Orygen Digital 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 Orygen Digital events and projects.
- Develop communications materials (including advertising copy) that are clear and concise, and in line with Orygen Digital's communication and fundraising goals.
- Support the core Orygen communications team on media relations tasks relating to Orygen Digital, including generating ideas and opportunities.
- Ensure the Orygen brand and Orygen Digital sub-brand and product brands are appropriately applied to all communications materials – letters, brochures, newsletters, website, social media etc.
- Assist Orygen Digital staff in producing content for external publication, ensuring the content accurately reflects Orygen Digital's activities and goals.
- Identify reputational risks and collaboratively devise and implement appropriate risk mitigation strategies.
- Other communications activities, as required.

4.3 Relationship building and stakeholder engagement

- Develop, implement and evaluate external relationship/stakeholder engagement activities for Orygen Digital's service delivery and other key activities predominantly relating to our work in Queensland.
- Work as an integrated part of both the Orygen Digital and overall Orygen Communications, Marketing and Fundraising team.
- Liaise with Orygen Digital's partners, collaborators and consultants in Queensland to support the implementation of Orygen Digital's projects in Queensland.
- Work in accordance with Orygen's principles of youth engagement and ensure that young people are incorporated into communication activities in a safe and authentic way.
- Use data insights to improve stakeholder experience and engagement.

4.4 Other responsibilities

- Comply with and support others to comply with Orygen's policies and procedures, including taking appropriate action to hold others accountable and promote a workplace culture that is safe, diverse and inclusive.

5. SELECTION CRITERIA

5.1 Essential

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.
- Highly developed interpersonal, written and oral communication skills with demonstrated ability to write clearly, concisely and appropriately for specific audience groups.
- High level professional stakeholder engagement and partner management skills.
- 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, risk management, and problem-solving skills.
- Proven ability to exercise sound judgement and initiative.
- Knowledge of contemporary media and communications mediums (including social media) 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.

Ability to develop innovative content ideas and methods of delivery to advance communication and media activities.

5.2 Desirable

- Experience in youth services or working with and communicating to young people.
- Experience in digital services and/or online platforms.
- Experience in science/health journalism and/or science communication.

6. SPECIAL REQUIREMENTS

- A current Australian 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.
- In line with Government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Successful applicants will be required to provide proof of COVID-19 Vaccination prior to commencement.

7. ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name:	
Signature:	
Date:	