

## Position Description

<b>Position Title</b>	Digital Content Officer
<b>Reporting To</b>	Digital Strategy Lead
<b>Employment Status</b>	Full-time or Part-time, Permanent
<b>Classification</b>	Corporate Support Services Level 4
<b>Team/Service</b>	Engagement
<b>Date</b>	October 2021

### PROGRAM OVERVIEW

Neami National is a community mental health service that provides rehabilitation and recovery support services across Australia. We support people to improve their health, live independently and pursue a fulfilling life based on their strengths and goals.

As one of Australia's largest providers of community mental health services, we work in diverse communities across Australia, ranging from the inner-city suburbs to regional and remote areas. Drawing on the knowledge, capacity and expertise of a national organisation we work in partnership at a local level, to deliver services that meet individual and community needs.

Our evidence-based approach supports innovation, improvement and the quality of our services. Guided by the participation of consumers in shaping our services, and our peer workforce, we know the benefit that lived experience brings to the quality and integrity of our services.

Over 30 years, we have built partnerships with hospitals, clinical mental health services, non-government services, universities and community health services. Neami is an equal opportunity employer and welcomes applications from candidates of diverse backgrounds, including Aboriginal and Torres Strait Islander people.

We are a smoke free organisation.

## POSITION OVERVIEW

---

The Digital Content Officer leads digital content creation, using digital resources to increase awareness, engagement and reach across Neami's digital channels. The role will also ensure channel optimisation and brand consistency. Working with the Digital Strategy Lead, the Digital Content Officer will help develop the strategy and assets for communicating through video, social media and online platforms.

The role will also support the Engagement and Research and Evaluation Teams to identify suitable content and support our engagement with consumers and carers, key stakeholders and partners.

## THE POSITION

---

### *Key position Responsibilities, Duties and Accountabilities*

- Oversee development of quality content for digital communications, including infographics, photography, videography, etc
- Develop and promote Neami's social media channels, presence and activities
- Manage and populate web pages and social media with tailored content in support of engagement and advocacy strategies and plans
- Implement an effective social media monitoring system to reduce risk
- Use analytics and other data to report on the performance of activities across Neami's digital channels, provide insights and recommendations, and map content for different formats and audiences
- Develop and manage an editorial calendar and storytelling strategy to increase awareness of and support for Neami
- Support key areas of the Research, Engagement and Advocacy Network, specifically:
  - Advocacy activities and government relations
  - Consumer data outcomes and research activities
  - Consumer voice and co-design
  - The Reconciliation Action Plan and diverse communities
  - Stakeholder and community engagement
- Ensure records management obligations are met, in accordance with Neami National policies and procedures. This includes the retention of hardcopy and/or electronic records and ensuring files are accurate and kept up-to-date
- Commitment to understand consumer data requirements and the role of data, monitoring, evaluation and research activity in organisational culture, operations and strategy
- Commitment to support activities related to planning, collection, analysis, reporting and use of consumer data
- Use of data, monitoring, evaluation and research to continuously improve service provision, organisational functioning and the strategic directions

## ORGANISATIONAL ACCOUNTABILITIES

---

- Act at all times in accordance with the Neami National code of conduct
- Work in accordance with Neami National policies and procedures, including adhering to policies on Privacy and Confidentiality and Records Management
- Follow safe work practices for self and others and comply with Neami National Occupational Health and Safety management processes

- Ensure risks are identified, reported, documented and appropriately managed in accordance with Neami Group policies to ensure safe and effective services.
- Proactively work towards achieving individual and team goals, whilst demonstrating Neami National core competencies and values
- Actively engage in Professional Development opportunities and embrace learning opportunities
- Take an active role in promoting and generating quality improvements processes within your area of responsibility and more generally across the organisation
- Have a commitment to promoting a diverse and inclusive environment for all staff, consumers and carers.
- In addition to the position description accountabilities, all staff are expected to undertake any reasonable tasks as directed

## **THE PERSON**

---

### **Experience, Knowledge, Qualifications, Skills and Attributes**

#### ***Essential***

- Tertiary qualifications in Digital Communications or equivalent
- Understanding of how to develop and execute digital campaigns to target specific audiences to meet business objectives
- Experience in utilising research and digital analytics to monitor and report on consumer experience, campaign and channel performance
- Experience maintaining websites, including content generation and strategy for digital platforms
- Strong understanding of digital marketing and its interrelationship with social media, SEO and website development
- Demonstrated understanding of best practice in digital engagement
- Proven experience in monitoring and applying continuous improvement to the development and delivery of digital strategies and processes
- Excellent written and verbal communication skills
- Current Working With Children Check

#### ***Desirable***

- Demonstrated experience in collaborating and influencing stakeholders to deliver solutions in a complex working environment
- Experience in working in a multidisciplinary team and across multiple projects
- Knowledge of the mental health and/or community services sector in Australia

## **ACKNOWLEDGEMENT OF POSITION DESCRIPTION**

---

This position description is current at date of approval. It may change from time to time to reflect operational needs and changes to organisational reporting relationships.

By signing your employment agreement, you acknowledge that you have read, understood and accept the responsibilities and accountabilities as outlined above in this position description.