

# WayAhead Job Recruitment Kit

## Manager, Communications and Creative

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### Section 1: JobbAdvertisement

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#### The Opportunity:

The Manager, Communications and Creative (MCC) is a new role that will lead the execution of a new WayAhead brand strategy, bringing our brand to life and taking WayAhead to the forefront of the Mental Health sector.

This role will require the use of your communications and creative flare, leadership and project management skills to execute brand, digital and creative strategy across the organisation in a fast-paced and agile team.

As a for-purpose charity, this is an exciting opportunity to use your incredible creative skills and experience to help WayAhead better reach our intended audience through Mental Health promotion activities and make a difference to mental health outcomes in the community.

#### About the Role:

This role will report to the CEO, lead a small Communications team and be an integral part of the WayAhead leadership team. The MCC will be responsible for design, communications, campaigns, digital and marketing and bringing the WayAhead vision and purpose to life by building an impactful brand and campaigns that truly engage our audience.



The MCC will supervise and work collaboratively with the Digital and Communications Coordinator (DCC) and Grant Writer (GW) and build out the Communications team over time.

The MCC will lead the creative process end-to-end including the execution of our brand, digital and marketing strategies to position WayAhead for growth in the mental health sector. They will create and oversee promotional campaigns that raise the profile of WayAhead's programs in the sector and general public.

### About you:

We're looking for an exceptional creative thinker to build a truly impactful brand within the Mental Health sector.

You are a self-motivated individual with excellent writing, communication, and graphic design skills. You should have experience managing multiple projects and executing creative campaigns that meet deadlines and achieve organisational objectives. You are a team player that can collaborate with multiple stakeholders with different and often competing priorities. This role will be *the* communications expert for the whole organisation, developing and executing the new WayAhead brand strategy and WayAhead communications systems and processes.

If you have experience in a senior communications and/or creative role and you're looking for an exciting challenge in leading the execution of a new brand strategy and are driven by making a difference in the community then we want you to join our team.

### What you'll get:

- A permanent full time position with a competitive salary:
  - Social, Community, Home Care & Disability Services **Award Level 6 Pay Point 1 plus Super on-top.**
  - Option to avail of Salary Packaging to increase take home salary.
- Additional days-off, above Award Leave, provided at the end of the year.
- Flexible working arrangements such as flexible start/finish times, the ability to accrue time-in-lieu and working from home options.
- A workplace wellbeing program including membership of Uprise Wellbeing and EAP services and regular wellbeing events.
- Opportunity to work at Collective Purpose, a workspace shared by five like-minded community managed organisations.
- City-location with modern offices including standing desks, a small garden, close to light rail, bus stops and cafes.

### What to do next:

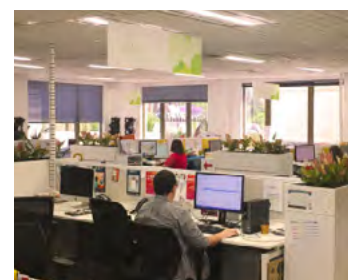
Self-assess your experience and skills against the Position Description in **Section 3** and follow the application guidelines outlined in **Section 4** of this Recruitment Kit.

## Section 2: About WayAhead

### What we do:

WayAhead (formerly known as Mental Health Association NSW) is a non-government organisation working toward a vision for a society that understands, values, and actively supports the best possible mental health and wellbeing for all people.

WayAhead provides information, support and education to people who are affected by mental illness, or who seek to improve their emotional wellbeing. With the support of our board, staff, members, volunteers and students, we strive for a community that embraces and maintains the best possible mental health and wellbeing for all people. We work towards a society free from prejudice and discrimination against people living with mental illness.



## How we work for better mental health:

We work towards better mental health and wellbeing through:

- The co-ordination of mental health promotion activities such as Mental Health Month NSW, Perinatal Depression and Anxiety Awareness Week.
- Free anxiety support groups throughout NSW.
- The provision of mental health information - the WayAhead Directory, mental health factsheets and phone line service.
- Education seminars such as or Understanding Anxiety Forums and Professional Development Workshops for people living with a mental health condition, the public and health care professionals.
- Small Steps workshops for parents and school teachers to raise awareness and improve recognition of anxiety disorders in children.
- The WayAhead Workplaces Wellbeing Program for community, Government and corporate workplaces.

## How we do what we do:

Our programs are funded by the NSW Ministry of Health as well as other agencies, private donations and bequests.

We are a non-government, community-based organisation and registered charity with QIC accreditation. We are a member of the Mental Health Coordinating Council.



## Section 3: Position Description

<b>Organisation</b>	WayAhead
<b>Title</b>	<b>Manager, Communications and Creative</b>
<b>Employment type</b>	Permanent, Full Time
<b>Hours</b>	5 days per week / 7.6 hours per day
<b>Salary grade and classification</b>	SCHCADS Award: Level 6 PP1
<b>Direct Reports</b>	Digital Communications Coordinator (DCC), Grant Writer (GW), communications students and volunteers
<b>Reports to</b>	Chief Executive Officer
<b>Location</b>	Suite 2.02 Building C, 33 Saunders Street, Pyrmont, 2009 or from home (as agreed)

### The Purpose of the role:

This role will report to the CEO, lead a small Communications team and be an integral part of the WayAhead leadership team.

The Manager, Communications and Creative (MCC) will be responsible for design, communications, campaigns, digital and marketing and bringing the WayAhead vision and purpose to life by building an impactful brand and campaigns that truly engage our audience. The MCC will supervise and work collaboratively with the Digital and Communications Coordinator (DCC) and Grant Writer (GW) and build out the Communications team over time.

### Duties and Responsibilities:

#### Leadership

- Provide effective management and regular supervision for the DCC and GW, motivating and supporting them to deliver against their objectives and the WayAhead business plan.
- Agree and deliver annual team KPIs that align to and meet the Strategic and Annual Plans of all program areas.
- Develop and implement regular communications team plans, and support the DCC and GW to fulfill these plans.
- Build and manage your team to bring concepts to life - managing workflow, deadlines and budgets.

## Brand Strategy

- Create and/or execute a brand strategy for WayAhead using a thorough audit and research to gain a clear understanding of the competitive landscape to identify opportunities across digital and print channels.
- Create a clear brand guide to be used internally.
- Utilise WayAhead's USP, purpose and positioning in the market to inform consistent brand messaging across all platforms.
- Continue your obsession with branding and stay across new trends and design innovation - particularly in social content and digital ads.

## Creative Design

- Direct, design, and concept innovate campaigns and content across all mediums, working alongside the CEO and program leads.
- Update brand assets to align with new brand strategy through in-house materials, social media, website design.
- Responsible for the graphic design and development of the overall layout and production design of WayAhead media products such as magazines, newsletters, advertising, signage, brochures, corporate reports, other collateral.
- Lead the creative design of Mental Health Month, working closely with the Mental Health Promotion team to produce research-backed and engaging designs for all resources, marketing, and collateral

## Digital Strategy

- Conduct an audit of our social media and marketing, SEO & site optimisation of our websites, Google keywords, managing and executing google and Facebook paid ads research.
- Create a clear strategy for communications technologies required for WayAhead.
- Lead WayAhead websites design and support DCC to maintain the websites

## Communications, Campaigns and Marketing Strategy

- Create a plan for digital and traditional marketing for WayAhead:
  - Oversee and manage the strategy as well as the execution of all WayAhead campaign materials through social media marketing, public relation, printed materials, events.
- Create a communications plan for all WayAhead programs and work collaboratively with the DCC to implement consistent and on-brand messaging across all channels.
- Ensure that all communications use inclusive, best practice mental health language.
- Create and deliver promotional campaigns for all program areas, including creative design, channel selection, audiences, key messages, schedules.

## Project Management

- Managing the design process from concept to print/execution of final deliverable completion to meet project and organisations objectives.
- Sourcing external contractors to deliver collateral and ensure high standard of product.
- Manage design commitments to external contractors, including reporting on milestones and deadlines.

## Videography and Photography

- Oversee WayAhead Photography - Images edited for online and print media.
- Oversee WayAhead Videography - Technical production of videos for WayAhead media.
- Oversee processes required for gaining consent for appropriate and legal use of images and videos.
- Delegate photography duties, and perform these where capacity is limited amongst staff.

## Other Management Duties

- Ongoing content creation - print & digital.
- Management of social media & marketing.
- Evaluate and report on campaigns, new technologies, platforms, and engagement with social media, website etc.
- Agree and deliver annual job role KPIs that align to and meet the Strategic and Annual Plans for the Communications team
- Develop and agree job specific, professional and wellbeing development goals to support achievement of role KPIs, team KPIS and ongoing learning.
- Actively foster and build relationships, and learnings, both internal and external to enhance learning and collaboration.
- Supervision, support and mentoring for students and volunteers
- Assist and support other WayAhead programs as required.
- Contribute to WayAhead's wellbeing culture through engagement in wellbeing activities (individual or group).
- Promote a team spirit and communicate effectively and professionally with fellow employees, management, members, suppliers and service providers.

## General Duties

- Act in accordance with the principles of consumer empowerment and inclusion
- Act in accordance with WayAhead's established policies and procedures, with particular attention to the Code of Conduct and our Charter.
- Act at all times in accordance with the Disability Services Act 1993 and Privacy Act 2012.
- Promote WayAhead's services and campaigns.
- Report all hazards and near misses, incidents and accidents to management
- Exercise duty of care to other staff and visitors to the Collective Purpose premises.
- Generally contribute to the life and wellbeing of WayAhead and all its constituents.

## Occupational, Health & Safety

- Take reasonable care at all times for your own health and safety and that of others who may be affected by their conduct.
- Take responsibility at all times to maintain a safe and healthy work environment.



## Section 4: Recruitment Process instructions

### 1. Your Application:

- **Selection Criteria:** apply by email with:
  - i. your CV/resume and;
  - ii. a cover letter (not more than 2 pages) answering **each of the Essential Selection Criteria:**
    1. **Please Note:** In order to progress your application, you must clearly answer *all* the Essential Selection Criteria.
    2. **Note:** Answer the desirable selection criteria where you feel they can enhance your application.
- **Pre-screen:** Please answer the following in your Cover Letter.
  - i. I can provide evidence of up-to-date COVID Vaccine Immunisation.
  - ii. I am willing to undergo a National Police Check.
  - iii. I am eligible to work in Australia.

### • Essential selection criteria:

- 2 years + experience working as a Senior Creative (or the equivalent).
- Demonstrated ability leading, developing and engaging a team to meet agreed goals, plans and priorities.
- Demonstrated ability to implement organisational brand strategy across both digital and print channels:
  - Demonstrate using 1-2 key examples.
- Demonstrated ability to lead campaigns through the creative design, planning and communications phases.
  - Include examples of your use of highly engaging graphic design and messaging to reach the intended audience.
- Demonstrated ability to manage multiple creative and/or communications projects to meet deadlines and project objectives.
- Strong ability to work with others including building effective relationships, creative problem solving and excellent communication skills (written & verbal).

### 3. Desired selection criteria:

- Proven skills in identifying and implementing most effective platforms for managing communications (eg, Adobe Creative Suite, Canva, Campaign Monitor).
- Experience using data as insights to help drive campaign effectiveness across multiple digital channels.

### 3. Desired selection criteria contd.:

- Graphic design software knowledge and skills.
- Broad knowledge of mental health as a discipline or the sector, with experience in mental health program design or delivery an advantage.
- Lived experience of mental ill-health or as a carer of someone with mental ill-health.

### 3. The Process:

- Applications to be submitted by email to Human Resources using the subject line: **WayAhead Manager, Communications & Creative**
- **Closing date:**
  - » Applications will close at **11.59pm on June 13th 2022.**
  - » **Note:** *The application date has been extended.* Earlier applications are valid and will soon be assessed. Thank you for applying. Selection for interview may be made as processing progresses.
- Applications/Questions can be addressed to: [HR.Support@wayahead.org.au](mailto:HR.Support@wayahead.org.au)
- All applications will be acknowledged by email.
- Selected applicants will be invited to attend an interview either online or in-person.
- Please note, references provided by the selected applicants will be checked if an offer is being considered.
- If a candidate accepts an offer then they will need to:
  - » submit an up-to-date COVID Vaccination Certificate prior to starting in the role.
  - » submit evidence of eligibility or valid visa to work in Australia prior to starting in the role.
  - » undergo a Australian National Police Check within 3 weeks of starting in order to continue in employment.
  - » submit evidence of Education or Skill Qualifications (if requested), that were used as part of their application.
- All unsuccessful interviewed applicants will be notified, as soon as possible after the recruitment process is completed.

**WayAhead supports diversity and is an equal opportunities employer.**

**WayAhead promotes an informal, welcoming and friendly atmosphere.**