

Position description

Title of the role:	National Manager, Marketing & Communications
Classification:	Non – Award Contract
Program Area:	Business Development
Location:	Fairfield
Reports to:	Director Business Development & Company Secretary
Last Revised:	January 2026

About Wellways

Wellways Australia is a leading not-for-profit organisation dedicated to ensuring all Australians lead active and fulfilling lives in their community. We work with individuals, families and the community to help them imagine and achieve better lives. We advocate for change to make sure people can access the best possible care and information when they need it. We provide a wide range of services and assistance for people of all ages with mental health issues, disabilities, and those requiring community care.

Wellways is an equal opportunity employer that offers generous salary packaging and opportunities to undertake professional training and development. People with lived experience, Aboriginal and Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds bring highly valued skills to our workforce.

Our Values

Honesty:

- We are open and sincere in all interaction
- We show care and consideration to all our stakeholders
- We take responsibility for our actions

Acceptance

- We champion and respect all voices and choices
- We accept people no matter how complex their needs
- We see the [person, the family and the community

Fairness:

- We believe everyone has the right to equal opportunities
- We challenge social injustice and advocate for change
- We collaborate to solve problems

Commitment:

- We are committed to our work and we won't give up
- We have the courage to make decisions and are accountable for our actions We dare to go down new roads and challenge accepted wisdom

Participation:

- We promote participation and transform lives and communities
- We value the expertise and contribution of everyone we work with
- We build knowledge and lead conversations

Our approach to service delivery

Our recovery services are guided by our values and informed by our Well Together Model. This approach means we work at 3 levels, with the individual, with their families and friends and with the community. Well Together recognises that developing skills, building confidence and strengthening relationships will help people to recover and to live independently. The model provides an evidence-based approach to create individually tailored, effective recovery support packages. Wellways assists individuals to develop the capacity to manage their own wellbeing, equip family and friends with information and skills, and engage community members in support networks.



Organisational Commitment to Reconciliation

Wellways mission is to work with people who experience mental illness and other disabilities, their families and their communities. We assist and advocate for people to gain greater physical, mental, social and emotional wellbeing and to be fully welcomed as part of their community. We know that Aboriginal and Torres Strait Islander people have not always been well-served by mental health and disability organisations, and that their social and emotional wellbeing has been impacted by generations of trauma, injustice and deprivation. Wellways recognises our responsibility as an organisation in addressing these issues of injustice, inequality and stigma as part of ensuring our services are both welcoming and helpful for people and their families.

Wellways Reconciliation Action Planning journey began with an organisational quality improvement project that looked at creating welcoming environments for people from First Nations communities. This project carried forward a commitment from the Leadership Team to develop a RAP which provides Wellways with a framework for the future, detailing steps and priorities to develop programs and activities that will contribute to “Closing the Gap” especially within Social and Emotional Wellbeing (Mental health), between First Nations people and other Australians. As part of our commitment to reconciliation we are working to create culturally aware and safe services for First Nations Community Members

Advocacy Services

We have a strong advocacy program, informed by the lived experience of people with mental health issues or disability, their families and friends. Members of Wellways play a vital role in developing our advocacy platform. We advocate for systemic change that will create better conditions and improved opportunities across the range of services and supports we offer, including people and their families living with mental health and / or disabilities, and carers.

All our recovery services and advocacy programs:

- Support and create opportunities for recovery
- Value cultural diversity
- Value peer participation and leadership (participant and carer)
- Are underpinned by evidence-based best practice

Position Summary

The National Manager Marketing & Communications is a senior leadership role. Reporting to the Director Business Development, this position is accountable for the delivery of strategic marketing campaigns, brand development, internal and external communication and fundraising. The position promotes and positions Wellways as a leading provider of innovative and responsive programs and services that support people with mental illness and other disabilities, and their families, to fully participate in the community and attain physical, mental and emotional wellbeing.

The National Manager Marketing & Communications works closely with Wellways General Managers of Services (ACT/NSW, VIC/TAS, QLD), National Advocacy Lead, the General Manager, Quality, specialist managers (People and Culture, Property, Fleet, IT and Finance) the CEO and Executive Leadership Team to strengthen alignment to organisational priorities, strengthen integration and to develop systems, processes and structures that effectively and sustainably position the Wellways brand as a leader in mental health, disability and carer services, as well as a systems advocate.

A key challenge of the role is to balance the need for a strong, consistent brand and the need for regional services across Australia to be agile and responsive to the particular needs and cultures of local communities and priority populations.

This role, in partnership with the regional leadership/ management teams, business support and under the leadership of the Director Business Development, converts all elements of the strategic plan and related priorities into a marketing plan and initiatives to build brand profile and reputation. This role takes an active leadership role in facilitating and delivering Wellways four strategic goals across the organisation:

- A personal and valued service experience
- A truly great place to work
- Standing up for what we believe in
- Ethical and sustainable growth

The role is also responsible for internal communications and works in partnership with the People & Culture team to deliver information across the organisation in a timely manner.

Refer to Attachment 1 for a reference to the overall Wellways organisation structure and for the relationship lines in context of the role.

Responsibilities

Key Functions	Activities
Strategy & Planning	<ul style="list-style-type: none"> • Collaborate across the organisation to convert strategic plans/ priorities into a national marketing plan resulting in an integrated, highly effective plan that maximises promotion of the Wellways brand, programs, services and activities • Lead and oversee the development of a multi-faceted marketing campaign strategy to build the profile of Wellways as a leading organisation in the delivery of mental health, disability and carer services. This includes region and program-specific strategies and campaigns • Develop and deliver strategy to build brand strength and enhance the reputation of Wellways • Develop and implement a public affairs strategy to raise awareness of Wellways, increase revenue and position the organisation as the authoritative national voice
Brand management & Development	<ul style="list-style-type: none"> • Work with key internal and external stakeholders to develop the organisation's brand strategy to ensure it resonates with all key stakeholder groups and increases participation and support for all programs and fundraising activities • Manage a complex set of 'co-brands' which arise from various consortia arrangements and funder requirement • Champion the consistent application of Wellways brand and values to achieve organisational success • Work flexibly and with agility with regional teams to respond to local needs and circumstances (e.g. events, targeted local campaigns) • Manage the research and interpretation of data and statistics on market positioning, strategy and performance • Manage the research, analysis and communication of competitors in respect to brand positioning, fundraising and marketing initiatives
Marketing & Fundraising	<ul style="list-style-type: none"> • Create and deliver strategic marketing campaigns that drive participation in Wellways programs, including region and program-specific campaigns • Manage the planning and implementation of marketing strategies across the organisation. • Manage any mass media advertising required for programs across the organisation's media agency. • Develop marketing strategies for the organisation that ensure the effective use of resources to meet marketing objectives • Deliver an effective and efficient fundraising program to support Wellways advocacy work
Digital marketing and communications	<ul style="list-style-type: none"> • Consult to develop and implement a digital marketing strategy • Develop and implement a plan to manage online content to ensure it is reviewed at least annually by the relevant owners • Develop and maintain social media presence for Wellways to ensure this channel is maximised

Media	<ul style="list-style-type: none"> • Develop and implement the agreed PR, media, social media and publicity elements of the Public Affairs and Advocacy strategy • Provide media and communications advice including media briefings and training, where relevant, to managers, team members and consumer and clinical spokespeople to build organisational capacity • Develop and implement daily issues monitoring, escalation and management processes • Develop key corporate documents (annual review, strategic plan, audit reports etc.) for Wellways in conjunction with relevant directors and managers
Internal Communications	<ul style="list-style-type: none"> • Develop and implement internal communications plans to ensure message continuity and high levels of staff engagement across the organisation
Organisational Leadership & Management	<ul style="list-style-type: none"> • Provide expert advice to both the team and the organisation on the development of best practice marketing, communication and government relations strategies nationally and for both planned and reactive online activities Provides values-led and capacity building leadership across the team and organisation • Work across organisational boundaries and contribute to organisational strategy • Provide effective leadership in all activities reflecting Wellways' values • Develop an effective regional structure for marketing and communication activities to ensure effective and efficient operational delivery • Nurture an environment of participation and accountability to ensure all regional staff and participants are effectively engaged at Wellways and are supported to be their best

Essential Requirements, Knowledge, Experience and Skills

Qualifications & Essential Requirements	<ul style="list-style-type: none"> • Relevant tertiary qualifications in a business, marketing, communications health promotion or related discipline • Demonstrated skills in developing, leading and growing a multi-pronged community/Not-for-profit business in a commercial environment • Current valid Driver's Licence and the ability to undertake regular travel • Appropriate IT skills • NDIS Orientation Module • Satisfactory Police Records Check • Satisfactory Working with Children Check • Right to Work within Australia • Satisfactory NDIS Worker Screening Check
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	<ul style="list-style-type: none"> • Available to participate in out of hours activities as required to undertake the role
Technical Knowledge and Experience	<p>Required:</p> <ul style="list-style-type: none"> • An ability to work with culturally and linguistically diverse communities and individuals • An ability to work with gender and sexuality diverse communities and individuals • Commitment to best practice • Commitment to First Nations justice and reconciliation <p>Desirable:</p> <ul style="list-style-type: none"> • Prior experience working within the Health industry or community based/NFP organisation
Skills	<p>Leadership</p> <ul style="list-style-type: none"> • The ability to communicate and model a vision that inspires and generates enthusiasm and commitment • Action oriented, and able to drive innovative solutions • The ability to identify potential issues and setbacks and guide colleagues to optimise outcomes • The ability to work with multiple stakeholders, sometimes with competing priorities, and the ability to negotiate to achieve a balance between a strong, consistent brand and a brand flexible and agile enough to respond to local needs <p>Strategic planning</p> <ul style="list-style-type: none"> • The role requires a highly motivated, independent thinker who is comfortable making and supporting strategic recommendations • The ability to establish an integrated perspective of the organisation's services and identify suitable opportunities where interventions add value <p>People leadership</p> <ul style="list-style-type: none"> • Demonstrated understanding of and commitment to Wellways values • Demonstrated staff management skills and experience including the ability to lead, motivate and coach staff and resolve conflict. • Partnership, participation and negotiation - An ability to liaise, consult and negotiate effectively including an ability to encourage participation and develop effective partnerships with stakeholders. Proven ability and experience in representing organisations. • Effective communication skills, verbal and written, including the ability to develop reports, funding submissions and recommendations on complex service issues. • Ability to confidently present at conferences, events, business meetings and represent Wellways in the media. Information Technology • Familiar with Microsoft Office Suite • Experience with Salesforce or similar CRM • High level of skill in use of all social media

Additional Information

This position description may be modified from time to time to reflect organisational changes. Any changes will be discussed and agreed with the incumbent.

Financial Delegation: As per delegation schedule
 People – Number of Directs: 7-8
 Travel Percentage: As required
 On Call: n/a
 Special Requirements: n/a

Attachment 1

