

POSITION DESCRIPTION

Position Title:	Head of Marketing, Communications and Partnerships
Reports To:	CEO
Direct Reports:	2
Employment Status:	1.0 FTE
Salary:	Up to \$140,000 plus super, based on experience
Location (Hybrid 50%):	MHPN Head Office, Level 6, 257 Collins St, Melbourne Mandatory Monday & Thursday office days

1. ABOUT MHPN

MHPN's aim is to provide a platform to promote multidisciplinary and collaborative networking and professional development through two interrelated streams:

- Multi-disciplinary practitioner networks, both face-to-face and online
- Online Professional Development programs (e.g., webinars and podcasts)

MHPN with its unique national workforce platform and focus on multi-disciplinary practice and collaborative care is well positioned to play a role in the critical task of mental health workforce development.

MHPN activities purposely cross boundaries of discipline, mode of practice (private and public), location, and encourage the development of collaborative relationships and practice.

Partnerships with key stakeholders are central to the effectiveness of MHPN in terms of engagement of practitioners and sourcing of expertise.

2. POSITION CONTEXT

The Head of Marketing, Communications and Partnerships is a key strategic leadership role within MHPN. The position sets the direction for the growth and engagement of MHPN's audience. It forms part of the Executive Leadership Team.

3. KEY DELIVERABLES & ACCOUNTABILITIES

- Lead the strategic planning, execution and monitoring of marketing and communications strategies to support MHPN's aims and objectives
- Lead, manage and coach the marketing, communications and partnerships team to deliver on the MHPN operational plan
- Grow the MHPN subscriber base
- Increase the participation of targeted audience segments in MHPN programs
- Develop and implement a stakeholder engagement strategy for MHPN
- At the CEO's direction represent MHPN at external events and forums
- Contribute to the delivery of MHPN's Reconciliation Action Plan

- Develop and manage the marketing, communications and partnerships small budget
- Undertake reporting on the performance of the marketing, communications and partnerships portfolio.

Partnerships

- Scope new business proposals to increase MHPN's fee-for-service work
- Develop MoU and contracts with key stakeholders, including member and partner organisations'
- Manage relationships and contracts with fee-for-service clients

4. SELECTION CRITERIA

4.1 Essential

- Senior Manager experience in marketing, communications or member engagement
- Experience in planning, executing and evaluating communication strategies for organisations working in complex stakeholder environments.
- Ability to strategise and plan for audience engagement and growth
- Knowledge and understanding of current health policy issues in Australia particularly in relation to mental health.
- Delivery of marketing strategies with very small or limited budget, finding cost effective solutions through partnerships and collaborations
- Ability to manage risks within the marketing, communications and partnerships portfolio
- Ability to manage confidential and sensitive information, including but not limited to data, contracts and people and privacy matters
- Exceptional verbal presentation skills
- Demonstrated effectiveness in achieving organisational objectives in an environment with limited direct supervision
- Excellent interpersonal and writing skills, including the ability to effectively liaise and negotiate with a broad range of practitioners and stakeholder groups
- Sound data management, computer and IT skills including internet, Microsoft Office, Outlook, Excel and web-based applications
- Demonstrated experience leading a team

4.2 Desirable

- Experience in an Executive leadership role

4.3 Key Relationships

- Internal – Executive Leadership Team peers, MHPN staff, MHPN Board and sub-committees
- External – mental health professionals, professional bodies, governments, not-for-profit organisations, suppliers, media