

Job Description

Position:	eCommunications Officer
Employment Status	30-38 Hours per week
Classification:	Social Community Health Care and Disability Services Industry Award
Responsible to:	Chief Executive Officer via Community Engagement Manager
Responsible for:	MHCC interaction with the community it serves

Position objective

The eComms Officer is responsible for the coordination, development and maintenance of MHCC's online presence through weekly e-newsletters, e-publications and website, ensuring communications are effective, targeted and credible. The position drives the development and implementation of eComms strategies to raise MHCC's online profile, including member profiles as well as content related Mental Health.

eCommunications

- Provide a client friendly service that caters for, and delivers on, Industry needs whilst ensuring the delivery of quality customer service
- Coordinate MHCC's eComms including the FYI weekly e-news, sector updates and publications as required
- Coordinate the marketing and communication of MHCC services such as LD, TICPOT, ROSSAT and Capacit-e
- Maintain MHCC's website and online resources (MOB, MHRM, TICP micro site, ROSSAT to ensure online presence is accurate & current
- Coordinate web updates with all parts of MHCC – LD/ Core/ Comms, providing creative input as required
- Drive and implement web initiatives, including but not limited to:
 - Coordination of new website plans
 - Creating a monthly web update process
 - Actioning web updates in a timely manner
 - Performing regular link checks
- Maintain the CMHDARN website, updating and uploading information as required
- Provide support to MHCC staff in the production of publications (resources, reports, papers, MHCC Annual Report and other documents)
- Monitor implementation of MHCC's style guide for eCommunications and materials, ensuring all published online communications align with MHCC approved style, branding and publications policies in appearance and content
- Support MHCC to deliver high quality and cost effective eComms deliverables on time
- Respond to telephone, oral and written requests for information & ensure the specific needs of members are clarified and met in a timely and professional manner
- Assist the Comms Team to manage workflow and deadlines

Other responsibilities

- Undertake market research to maintain currency in MHCCs approach to eCommunications
- Support evaluation processes and activities including provision of reports on campaign open rates and statistics
- Support relationships with external service providers as required
- Assist in on day event support as required
- Provide coordination for eComms projects as directed by the CEO and CEM

eCommunications Officer JD - last reviewed April 2016

- Actively participate in the monthly Communications Team meetings
- Participate in relevant industry forums to network and promote MHCC
- To perform other duties as directed by the CEO and CEM

Teamwork

- Work collaboratively with other team members
- Actively engage with other team members in continuous improvement of the MHCC
- Attendance/ participation at team meetings as required

General responsibilities

- Undertake professional development to ensure competencies remain current with industry standards
- Attend/ participate in staff meetings as required
- Maintain awareness and knowledge of eComms and methods, providing suitable interpretation to the CEO, Board and staff within the organisation
- Support MHCC to prepare for audits, and other governance requirements
- Understand the aims and objectives of MHCC
- Promote the profile MHCC in a positive light at all times to the sector and other relevant parties
- Assist in the collation of comprehensive website reports to the CEO and CEM as requested
- Assist in the coordination of regular reports to the Board via the CEO on a regular basis
- Abide by the MHCC Policy and Procedures Manual at all times and workplace / legislative requirements
- Abide by the Code of Conduct Agreement
- Ensure the practice of Workplace, Health and Safety (WHS) Standards are maintained by staff and self
- Ensure compliance with all Commonwealth & State legislative requirements governing the MHCC business activities (including but not limited to EEO, Anti-discrimination, WHS, VET)
- Participate in an annual performance appraisal
- Seek formal supervision if required
- Use equipment provided in a professional manner