

Job Description

Position:	Content Marketing Officer
Employment Status	Part-time - 3 days per week
Classification:	Social, Community, Home Care and Disability Services Industry Award
Responsible to:	Manager, Partnerships and Communications via Communications Team Leader

About MHCC

The Mental Health Coordinating Council (MHCC) is the peak body for non-government mental health community-managed organisations (CMOs) across New South Wales (NSW). MHCC has over 100 voting member organisations which provide a diversity of psychosocial and clinical services. MHCC advocates recovery oriented and trauma informed practice and works closely with its members and other stakeholders to build capacity and improve mental health service delivery to people with lived experience of mental health conditions, their families and carers in NSW.

MHCC takes a leadership role in advocating the vital importance of the mental health community managed sector. We participate extensively in policy reform and work in partnership with State and Commonwealth Governments to build cross-sectoral collaboration and understanding.

We initiate, manage and conduct research and sector development projects on behalf of and in partnership with the sector and build capacity through partnerships, collaboration and workforce development.

MHCC is a Registered Training Organisation (RTO) providing accredited and non-accredited courses and professional development to community sector workers and other stakeholders.

MHCC's Vision

People with lived experience are the drivers of positive change in all mental health services and mental health reform

MHCC's Purpose

To build the capacity and ability of community organisations to support people on their recovery journey

MHCC's Underlying Principles

- Good mental health is about the whole person: their psychological, physical, emotional and spiritual needs
 - Service user input is central to the promotion of mental health and the delivery and management of services
 - Communities need to provide a diversity of mental health services designed to meet local needs
 - An across-government and sector approach to mental health promotion and service delivery is required
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About the Role

The Content Marketing Officer is responsible for the co-ordination, development and implementation of MHCC's written content to build and enhance the profile of the organisation. Through the writing and production of varied, regular communications including newsletters, web content, targeted campaigns, social media, and more, the Content Marketing Officer will keep people informed and educated on key Mental Health issues, sector news and opportunities as well as MHCC activities and services.

The Content Marketing officer is responsible for refining and advancing our editorial vision and mission, helping to plan, produce and edit the written content we create. The role will build our editorial calendar and written guidelines, as well as determine sources for content both internally and externally. This role works in partnership with the Digital Design Officer as an essential component of all digital deliverables

Content Development Responsibilities

- Implement and write copy for MHCC email campaigns (including regular newsletters (weekly FYI and Quarterly VFP), calls-to-action and one-off communique).
- Create copy for resources, promotional material (e.g. LD Calendar) and/or other publications to increase stakeholder awareness of MHCC services and activities, increase subscribers and memberships as well as assist in lead generation.
- In consultation with the Communication Team Leader identify and liaise with subject matter experts (both internally and externally) for content creation.
- Creation of clean, concise, well-polished copy consistent with our tone, purpose, mission and strategic directions; for use in publications, promotional materials and website.
- Collaborate with internal stakeholders, Members and industry experts to produce relevant content that meets the needs of MHCC, key stakeholders and our subscribers.
- Edit and proof read content produced across MHCC, including assisting with conceptualising copy options for projects upfront and copy-editing prior to publishing as required.
- Provide feedback to other contributors and edit other writers' content.
- Ensure online content is optimised for search engines, lead generation and sharing by our stakeholders through their networks.
- To identify and implement additional methods/ media to expand the digital footprint of MHCC.

CRM and List management Responsibilities

- Assist the Communications Team Leader to increase engagement (across the range of stakeholders), by ensuring campaign content promotes converting site traffic into calls-to-action, and lead generation content.
- Optimise our marketing automation and lead nurturing processes through email, content and social channels.
- Build and manage various marketing/ communications lists through MHCC's chosen database.
- Assist in identifying target groupings to enable segmentation of marketing lists based on previous behaviours like email engagement and website interactions (content downloads, site page visits, etc.).
- Ensure currency and useability of marketing lists to minimise list decay and unsubscribes while increasing productivity of our email sends.
- Develop documentation and road maps for implementation of successful communication processes.

General Responsibilities

- Stay up-to-date with the latest trends and challenges in the sector to enable content to be current and relevant.
- Proactively scope and present new ideas to improve our website experience for all stakeholders.

- Regularly undertake market research activities to provide input into MHCC operations and continuous improvement in the area of Sector and Education news.
- In consultation with the Communications Team Leader and other relevant staff monitor and engage in, relevant social media discussion around MHCC services and activities.
- Respond to enquiries from internal and external stakeholders in a timely manner.

Teamwork

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

General responsibilities

- To understand the aims and objectives of MHCC.
- To promote the profile of MHCC in a positive light at all times to the sector and other relevant parties.
- Maintain awareness and knowledge of contemporary operational theory and methods and provide suitable interpretation to the CEO, Board and staff within the organisation.
- Support MHCC to prepare for audits, and other governance requirements.
- To provide comprehensive reports to the CEO and Management as requested.
- Provide relevant information on activity for inclusion in Board report as requested.
- To abide by the MHCC Policy and Procedures Manual at all times and workplace/ legislative requirements.
- To abide by the Code of Conduct Agreement.
- To 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).
- Undertake professional development to ensure competencies remain current with industry standards.
- Attend/ participate in relevant meetings and industry forums as required.
- To participate in an annual performance appraisal.
- To seek formal supervision if required.
- Use equipment provided in a professional manner.
- Other duties as directed by the CEO or MHCC management.