

<b>Position:</b>	<b>Design Officer</b>	
<b>Employment Status</b>	22.5 - 30 hours per week	
<b>Classification:</b>	Social Community Health Care and Disability Services Industry Award, 2010	
<b>Responsible to:</b>	Communications Team Leader and Operations Manager	

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### **The Organisation**

The Mental Health Coordinating Council (MHCC) is the Peak body for community organisations providing mental health services throughout NSW. MHCC undertakes advocacy, policy development and sector support on behalf of its membership. MHCC is a registered training organisation delivering accredited qualifications and professional development to workers within the mental health sector.

MHCC is seeking an innovative individual with a high level of self-motivation and attention to detail to undertake MHCC's design presence.

### **As the Design Officer, you will be responsible for:**

- Driving, and implementing design elements to enhance communication strategies to raise the profile of MHCC
- Work within the Communications team to ensure resources (mainstream and online) are maintained and promoted effectively.
- Oversight of the implementation of MHCC's style guide for Communications and materials

The Design Officer position is a fixed term (12 month contract with possible extension) part time (3-4 days per week) role that supports MHCC to deliver engaging, high quality Communications that further the aims of the organisation. You will be working in a fast-paced and dynamic team focused environment. The position requires a person with a strong commitment to customer service and the ability to multi-task priorities along with exceptional planning and organisational skills.

If this sounds like you then apply today by sending your resume and a statement addressing the selection criteria below.

### **Criteria**

- Experience in creating and managing visual assets for communication campaigns
- Previous experience in developing communications materials in both print and digital formats
- Previous experience working with systems such as word press(CMS), Microsoft Dynamics (CRM), Click Dimensions (email marketing) or similar
- Advanced proficiency in Adobe Suite (Indesign, Illustrator, Photoshop etc.)
- Experience liaising with external service providers (e.g. printers etc.)

- Flexibility and the ability to work in a high pressure environment within short timeframes and manage competing demands
- Experience managing compliance with corporate brand guidelines for both internal customers and external suppliers
- Excellent oral, written and interpersonal communication skills
- High level of initiative and motivation
- Demonstrated high level organisational and planning skills
- Ability to work collaboratively within a team environment

### **Job benefits and perks**

Remuneration packaging includes base salary of \$60-\$65k (pro rata) based on experience, plus super guarantee contribution, FBT salary packaging and entertainment benefits under our Public Benevolent Institution status available. MHCC offers a flexible working environment.

### **To Apply**

Applications close 5pm Tuesday 10<sup>th</sup> September 2019.

Enquires and written application including resume and cover letter addressing the Criteria outlined above are to be addressed to Erika Hewitt email [erika@mhcc.org.au](mailto:erika@mhcc.org.au).

**Applications will be reviewed as they are received so you are encouraged to submit your application as soon as possible.**

**Applications that do not address selection criteria will not be considered.**

We promote diversity and practice equity. Aboriginal and Torres Strait Islander people, people from different cultural backgrounds. LGBTQIA+ people and people with disabilities are strongly encouraged to apply.

## Job Description

<b>Position:</b>	Design Officer
<b>Employment Status</b>	22.5-30 Hours per week
<b>Classification:</b>	Social, Community, Home Care and Disability Services Industry Award 2010
<b>Responsible to:</b>	Operations & HR Manager via Communications Team Leader

### Position objective

The position proactively scopes and presents new ideas to improve the MHCC digital experience through implementation of digital strategies to raise MHCC's online profile, including member profiles as well as content related to Mental Health. This role works in partnership with the Content Marketing Officer as an essential component of all communication deliverables

### Reports and Publications

- Manage the development & production of MHCC publications
- Design, develop & compile publications and reports monthly and as required in consultation with contributors
- Identify new ideas for design and content creation for consideration by the team using expertise and design skills.
- Ensure consistency and integrity behind our brand and brand guidelines

### Promotional Materials

- Design, develop & publish MHCC promotional materials for MHCC services including LD, TICPOT, ROSSAT & Capacit-e
  - creative collaboration on new website plans as required
  - action requests for promotional material development in line with web update requests
- Monitor implementation of MHCC's style guide for Communications and materials, ensuring all published communications align with MHCC approved style, branding and publications policies in appearance and content
- Manage other design needs such as presentations, signage & event collateral as needed
- Scope and create templates for marketing to be more efficient in posting on social media, email and other channels.
- Create and maintain marketing assets and content created to support product and other marketing goals

- Improve user experience by bringing MHCC brand to life and keeping it consistent across all various touchpoints
- Ensure clear communication, both in conveying design best practices and project details/ideas across all levels of MHCC products and services

## CRM

- Scope and create templates for MHCC to be more effective on social media, email, website & other channels
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email
- Manage various email campaigns, including the template designs, calls-to-action and content used in our email sends
- Collaborate to develop efficient workflow processes, segmentation and email automation utilising MHCC CRM tools

## Online Resources

- Provide graphic design services for online projects as required, including Capacit-e and MHCC websites
- Wireframe and mock-up revamped or brand new site pages or microsites
- Maintain command of best practice and trends in social media marketing, using creativity, and understand how to both build and convert a digital audience.
- Craft landing pages and lead-gen forms for our content to distribute through relevant outlets or channels
- Support website design and content marketing e.g. blog, social media assets etc.
- Proactively scope and present new ideas to improve our website experience for prospects, leads, and customers.
- Provide coordination for digital design projects as required
- 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
- Assist the Comms Team to manage workflow and deadlines including, but not limited to, MHCC website and online resource digital design updates (MOB, MHRM, TICP micro site, ROSSAT, Capacit-e) to ensure online presence is accurate & current

## Evaluation

- Review targeted digital campaigns, identify trends & opportunity for improvement
- Conceptualise and form product and website improvements/ features to evaluate the usability and success of marketing touchpoints

- Support evaluation processes and activities including provision of reports on campaign open rates and statistics

### **Relationship Management**

- Support relationship with external service providers as required (designers, printers)

### **Market Research**

- Digital marketing tools & strategies, sector news
- Stay up-to-date with digital marketing trends and potential new channels and strategies to keep us ahead, including updates to social media marketing, attribution, and programmatic media buying.
- Participate in recruitment activities for user research, including developing criteria, screening participants, creating materials, tracking results, and coordinating incentives as needed

### **Teamwork**

- Work collaboratively with other team members
- Actively engage with other team members in continuous improvement of the MHCC
- Actively attend and participate at team meetings
- Support MHCC to deliver high quality and cost effective digital design deliverables on time

### **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 digital communication 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 Management 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
- Perform other duties as directed by the CEO and Manager, Partnerships and Communications